Morning Ag Clips®

farming news harvested daily

media kit 2018

Morning Ag Clips aggregates local and national agricultural news stories from general media, industry trades, extension publications, submitted press releases and other news sources EVERY business day.

Through our state-by-state daily e-blast, America's farmers, ranchers, industry leaders, ag educators and advocates, spray and crop consultants get the quick one-two on agriculture happenings in their inbox every business morning.

Our website provides the most up to date agricultural information organized by geography or topic. It is a system that is easily navigated.

The Morning Ag Clips' mission is to bring local and national ag news together every day, helping farm businesses and agricultural industry thrive.

23-27%
OPEN RATE
well above industry averages for comparable email-based news distributions.

.9%
ADVERTISING CLICK THROUGH RATE

110,000+
PEOPLE REACHED DAILY

Overview for Advertisers

The Morning Ag Clips daily news eBlast and MorningAgClips.com offers up a one-of-a-kind opportunity to reach an engaged agricultural audience. This is accomplished by targetting readers with specific interests or residents of designated geographic areas throughout the continguous United States.

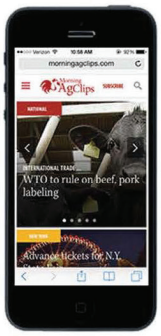
Morning Ag Clips offers both national and regional advertising and sponsorship opportunities on both our flagship Web portal at morningagclips.com and our daily e-Newsblast, which is distributed every business day to our list of active subscribers.

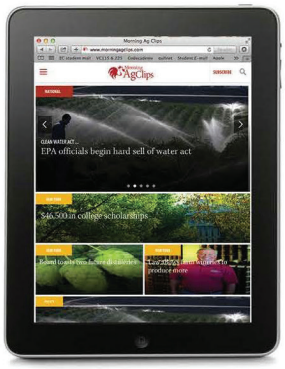
Editorial Opportunities

Morning Ag Clips encourages advertising partners to submit press releases or original editorial content to be featured on the website or in the newsletter.

This is a great way to stay in front of the audience, providing important information to them. Press releases are encouraged to be sent before 3pm the day before the requested publish date on the Morning Ag Clips website or eBlast.

WE ARE OPTIMIZED





BECOME A MEMBER OF OUR PORTAL

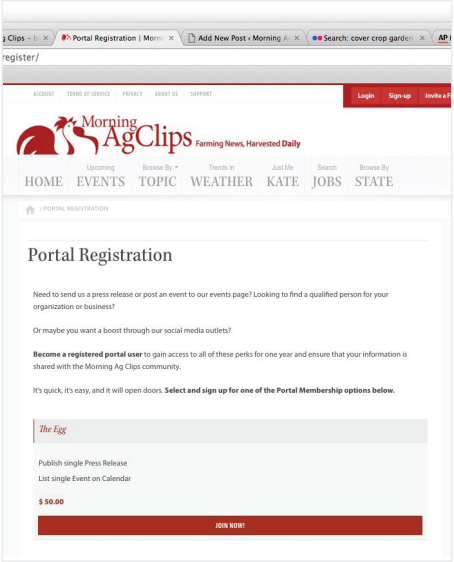
Need to send us a press release or post an event to our events page?

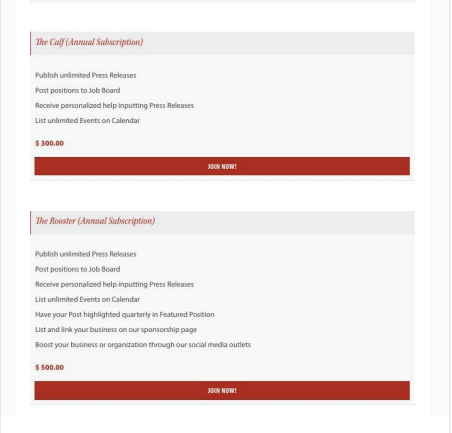
Looking to find a qualified person for your organization or business?

Or maybe you want a boost through our social media outlets?

BECOME a registered portal user to gain access to all of these perks for one year and ensure that your information is shared with the Morning Ag Clips Community.

It's quick, it's easy, and it will open doors. GO to our Portal Page on the website and choose one of the membership options shown at right.





The Egg
Publish single Press Release
List single Event on Calendar
$50

The Chick (Annual Subscription)
Publish unlimited Press Releases
$100

The Pig (Annual Subscription)
Publish unlimited Press Releases
Post positions to Job Board
Receive personalized help inputting Press Releases
$200

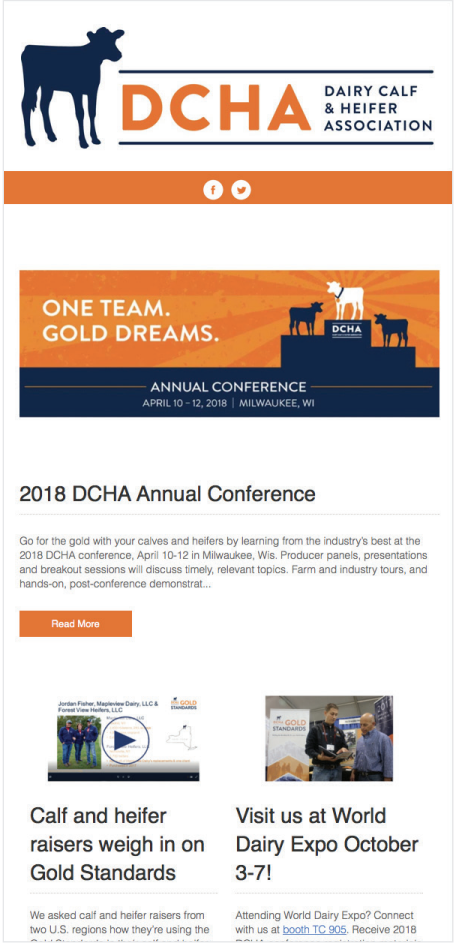
The Calf (Annual Subscription)
Publish unlimited Press Releases
Post positions to Job Board
Receive personalized help inputting Press Releases
List Unlimited Events on Calendar
$300

The Rooster (Annual Subscription)
Publish unlimited Press Releases
Post positions to Job Board
Receive personalized help inputting Press Releases
List unlimited events on Calendar
Have your post highlighted quarterly in Featured Position
List and link your business on our Sponsorship Page
Boost your business through our social media outlets
$500

JOIN TODAY!

MORNING AG CLIPS DISTRIBUTION SERVICE

Sometimes advertising and press releases aren't enough.



That's when a newsletter for your organization may be the best solution for informing and staying in front of your agricultural audience.

Maybe your organization already has a newsletter in place but struggles with distributing it in a timely fashion and finding content that is pertinent to your niche in agriculture.

Regularly creating and maintaining an engaging and appealing newsletter can be a challenge on top of all of the other day-to-day responsibilities within an ag business or association.

Take advantage of the Morning Ag Clips team's expertise in design, content creation, and distribution to take your personalized newsletter to a new, more professional level.

We can provide the accountability to get it done.

Our content includes the most recent and informative pieces out there for you to share.

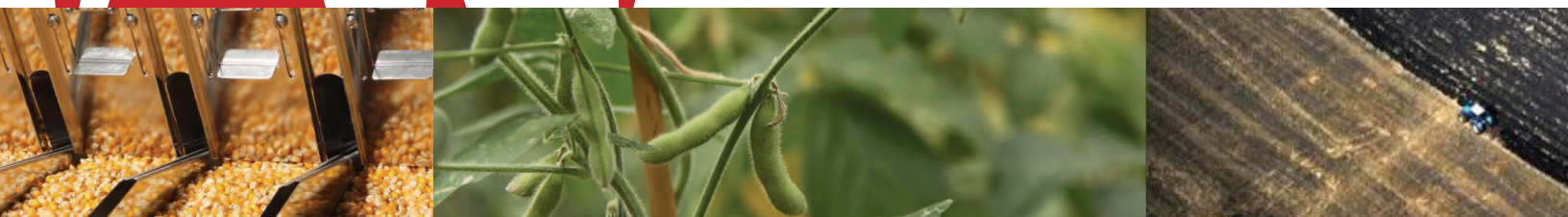
We can help you lower the costs by offering paid advertising and sponsorships within your newsletter.

The technology that we use for sending newsletters is of the highest quality to help get through firewalls and spam blockers that will guarantee your readers see the newsletter with every send.

Volume discounts apply to help your send rates be the lowest on the market.

Our newsletter service is affordable with every piece sent, and pays dividends with the piece of mind that your agricultural business or association is offering regular, consistent information to your customers or members.

"Morning Ag Clips is a strong portal to the Burrus Hybrids website. MAG consistently shows up in the site's analytics as one of the top referring mediums." —Burrus Seeds



EBLAST Ad Rate Card

NAME	DESCRIPTION	1 MO. RATE	3MO. RATE	6MO. RATE	ANNUAL RATE	NOT FOR PROFIT RATE
Premium Positions	First two ads above the header, above the first article	$500	n/a	n/a	$6000	n/a
Rotator Banner Ads	Ads located after first set of stories, interspersed between the balance of local and national stories. Rotated in position.	$400	$375	$350	$3600	$250

WEBSITE Ad Rate Card

NAME	DESCRIPTION	1 MO. RATE	3MO. RATE	6MO. RATE	ANNUAL RATE
Homepage Premium	Desktop Collapsible panel that slides into view on page load.	$6/cpm	n/a	n/a	n/a
Homepage Leader Board	Desktop and Mobile Banner ad displayed below the main navigation.	$6/cpm	n/a	n/a	n/a
Category Leader Board	Desktop and Mobile Banner ad displayed below the main navigation; one or two sidebar Display ads; Page Ownership (i.e. no other advertisers featured).	$5/cpm	n/a	n/a	n/a
Regional Leader Board	Desktop and Mobile Banner ad displayed below the main navigation.	$150	$125	$100	$1,200
Category Banner Ad Positions	Appears halfway down on category pages below the article	$150	$125	$100	$1,100

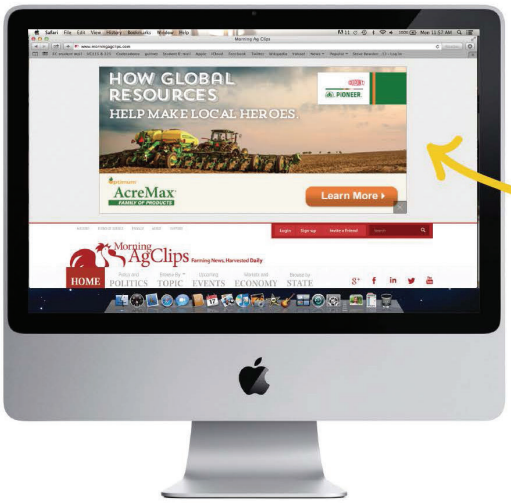
AD Position Sizes

NAME	DESKTOP	MOBILE	TABLET
Homepage Premium	960 x 480 px (72 dpi)	n/a	n/a
Homepage Leader Board	960 x 90 px (72 dpi)	n/a	n/a
Category Sidebar	340 x 270 px (72 dpi)	reused from desktop	470 x 370 px (72 dpi)
Category Leader Board	1140 x 120 px (72 dpi)	300 x 50 px (72 dpi)	960 x 90 px (72 dpi)
e-newsletter Premium and Rotator	580 x 116 px (72 dpi)	n/a	n/a
Category Banner	1140 X 120 (72 dpi)	500 X 50 (72 dpi)	960 X 90 (72 dpi)

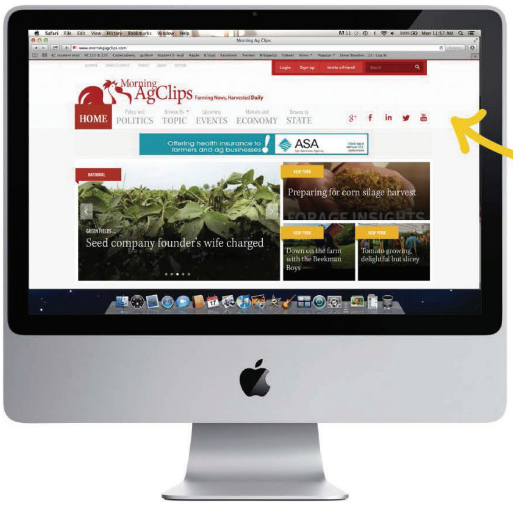
10% pre-pay discount

multi-state discounts available

WEB ADS



Homepage Premium



Homepage Leader Board

Category Page Sidebar

EBLAST ADS

Premium Positions

Rotator Positions

A FEW COMMENTS OUR SUBSCRIBERS HAVE SHARED WITH US

"You continue to put together an increasingly great collection of articles. I can't hardly start my day without looking through what you have on for the day. I also like to share with my agricultural education classes some of your article selections."

"I absolutely would be lost in agricultural policy and news if it was not for *MAC*. Thank you for always sending great articles! I refer to them in my day-to-day conversation."

"Thanks so much for what you do—we love your publication!"

"I absolutely love the service you provide. Thanks for being such a big part of how I learn what's going on in the world of ag in my own backyard and across the country."

"Just don't want to miss the *Morning AgClips*! Great way to start out my morning."

"I really like the *Morning Ag Clips!* It is a great way for me to get a quick glance everyday on what's happening in the industry and usually includes a great story everyday."

"There's always something interesting to read about and I often forward them home so that my kids can read them."

"I seldom receive that kind of depth of response from my queries, and I appreciate your dedication to your readers. I will keep reading *Morning Ag Clips* every day because the content is local, appropriate, and interesting."

"I have found the Morning Ag Clips to be tremendously helpful. It is so organized, engaging and the stories are very relevant and well-chosen. Thank you very much for your work on this product. It is appreciated more than you know by more folks than you realize."

CONTACT INFORMATION

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