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, as well as 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.

27-30% OPEN RATE
well above industry averages for comparable email-based news distributions

.9% ADVERTISING CLICK-THROUGH RATE

135,000+ PEOPLE REACHED DAILY

COVERING AG NEWS IN ALL 50 STATES
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 targeting readers with specific interests or residents of designated geographic areas throughout the 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 your audience, providing important information to them. Press releases will be published as close as possible to the requested release date depending on the press release's timeliness and newsworthiness as well as the volume of content received by the Morning Ag Clips’ editorial team.
BECOME A MEMBER OF OUR PORTAL COMMUNITY

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 Member 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. Check out the Portal page on our website and join us!

Purchase the membership that works for you!

<table>
<thead>
<tr>
<th>Membership</th>
<th>Perks</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Chick</td>
<td>Publish unlimited Press Releases</td>
<td>$150.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| The Calf         | Publish unlimited Press Releases
|                  | Post positions to Job Board
|                  | List unlimited Events on Calendar         | $300.00|
|                  |                                             |        |
| The Rooster      | 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 or organization through our social media outlets | $500.00|
|                  |                                             |        |
| The Farm         | Offered for Ad Agency level affiliates
|                  | Benefits pertain to all current agency clients
|                  | Publish Unlimited Press Releases
|                  | Post Positions to Job Board
|                  | List unlimited Events on the Calendar
|                  | Company Logos linked on Sponsorship page
|                  | 20% advertising discounts                 | $1500.00|

Purchase the membership that works for you!
Sometimes advertising and press releases are not enough.

That’s when an e-newsletter for your organization may be the best solution for informing and staying in front of your agricultural audience. 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.

Maybe your organization already has a newsletter in place but struggles with distributing it in a timely fashion? Is it a challenge to find content that is pertinent to your niche in agriculture? Our content includes the most recent and informative pieces out there for you to share, and we can provide the accountability to get it done.

Pros of working with Morning Ag Clips:
- Lower costs by offering paid advertising and sponsorships within your newsletter
- Highest quality sending technology to help get through firewalls and spam blockers, virtually guaranteeing readers see every sent newsletter
- Volume discounts to help send rates be the lowest on the market

Our newsletter service is affordable with every piece sent, and it 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 has been a good partner. Their professional assistance in drafting articles and newsletter design has enhanced the value of our organization’s newsletter. The folks at Morning Ag Clips are pros ... we enjoy working with them.”

Rick Zimmerman, Executive Director,
Northeast Agribusiness and Feed Alliance
### Daily EBLAST

#### Ad Position Size

<table>
<thead>
<tr>
<th>Premium and Rotator</th>
<th>1 MO. RATE</th>
<th>3MO. RATE</th>
<th>6MO. RATE</th>
<th>ANNUAL RATE</th>
<th>NOT-FOR-PROFIT RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>First two ads above the header, above the first article</td>
<td>$600</td>
<td>n/a</td>
<td>n/a</td>
<td>$7200</td>
<td>n/a</td>
</tr>
<tr>
<td>Ads located after first set of stories, interspersed between the balance of local and national stories. Rotated in position.</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$4200</td>
<td>$300</td>
</tr>
</tbody>
</table>

### WEBSITE

#### Ad Rate Card

<table>
<thead>
<tr>
<th>Ad Position Size</th>
<th>1 MO. RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Collapsible panel that slides into view on page load.</td>
<td>$400</td>
</tr>
<tr>
<td>Desktop and Mobile Banner ad displayed below the main navigation.</td>
<td>$400</td>
</tr>
<tr>
<td>Desktop and Mobile Banner ad displayed below the main navigation; one or two sidebar Display ads; Page Ownership (i.e. no other advertisers featured).</td>
<td>$200</td>
</tr>
<tr>
<td>Desktop and Mobile Banner ad displayed to the right of the main navigation.</td>
<td>$100</td>
</tr>
</tbody>
</table>

*Topics include each individual state as well as the "Browse by" topics (Beef, Dairy, Education, etc.).

### WEBSITE

#### Ad Position Sizes

<table>
<thead>
<tr>
<th>Position Size</th>
<th>960 x 480 px (72 dpi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>960 x 116px (72 dpi)</td>
<td></td>
</tr>
<tr>
<td>960 x 116px (72 dpi)</td>
<td></td>
</tr>
<tr>
<td>340 x 270 px (72 dpi)</td>
<td></td>
</tr>
</tbody>
</table>
SOMETHING TO CROW ABOUT!

“With Morning Ag Clips, I have the opportunity to easily see what is happening and am able to share it across our network much easier with all that you and your team does.”

“Thanks for your daily Morning Ag Clips emails. I just LOVE the stories you post. I feel so much more informed after reading it. And the Lighter Side is always a winner!!”

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

“Can’t tell you how helpful it is to me to connect with the constituents I work for. It is a wonderful asset to folks like us that need to stay connected with the highlights in agriculture news!”

“I can 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 seldom receive that kind of depth of response from my queries… I will keep reading Morning Ag Clips every day because the content is local, appropriate, and interesting.”

“Morning Ag Clips is so organized, engaging and the stories are very relevant and well-chosen. It is appreciated more than you know, by more folks than you realize.”

CONTACT INFORMATION
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