



MORNING AgClips

AMERICA'S #1 AG NEWS SOURCE

Get your Latest, Breaking Ag News Here!

We provide farmers and industry leaders with quality local and national agricultural news every day to help farm businesses and the agriculture industry thrive.

How: 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 day.

Our Audience: America's farmers, ranchers, industry leaders, ag educators, advocates, and consultants with the quick one-two every day.

We are geo-targeted by state.

33.5%
OPEN RATE

*compared to the industry
average of 27.3%*

.9%

ADVERTISING CLICK-THROUGH RATE

*compared to the 0.35%
average across all industries*



181,000+

PEOPLE REACHED DAILY



Kate Ziehm, President



Elisa Mussi, Advertising & Design Specialist and Portal Membership Manager



Stephanie Kelly, Marketing & Advertising Manager



Christa Campbell, Membership & Sponsorship Specialist

Media Kit

Our numbers don't lie.
Work with us to grow and communicate.

Grow through
Top-of-Mind
Awareness!

Our Digital Numbers

Over 3 million page views and 2 million sessions in the last year, with over 2 million users.



Our Viewers Across the Nation

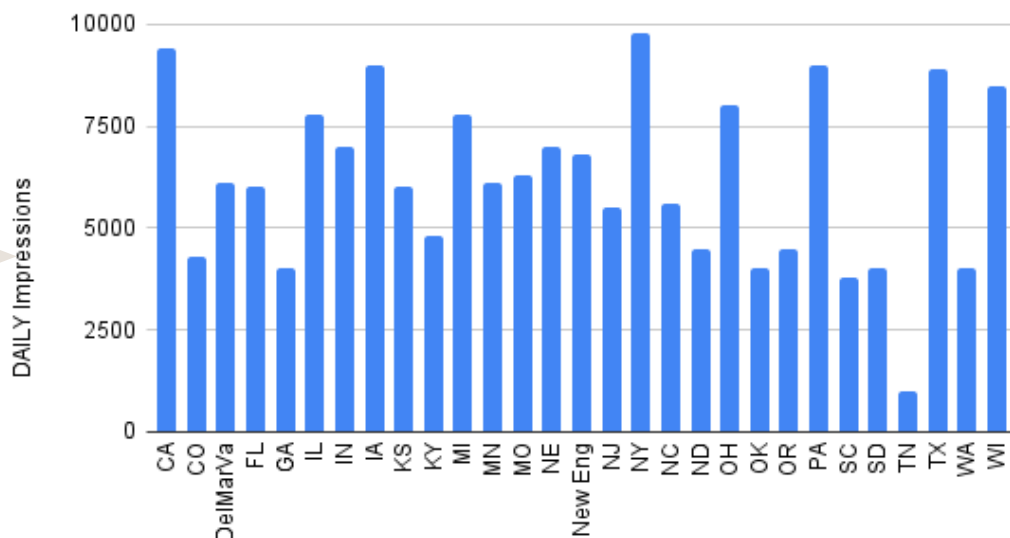
Our International Users in the Last Year



Our Clips Numbers

We have 29 Daily e-Newsletters that reach readers in over 36 States
We reach over 180,000 people daily

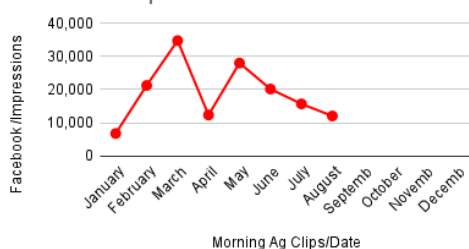
Be Seen
Daily!



Our Social Media Numbers

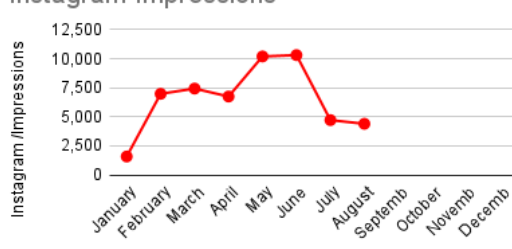
15,729 Facebook Followers // 1,465 Instagram Followers // 490 LinkedIn Followers... and growing

Facebook Impressions



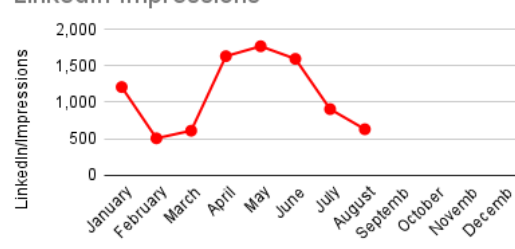
Morning Ag Clips/Date

Instagram Impressions



Morning Ag Clips/Date

LinkedIn Impressions



Morning Ag Clips/Date

America's #1 Ag News Source



ADVERTISE WITH US



WEB ADS



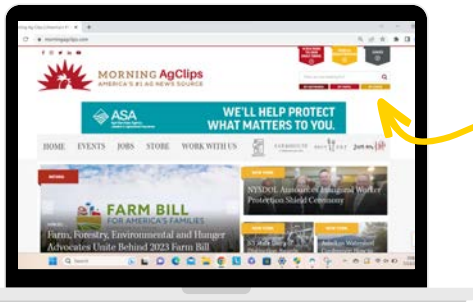
EBLAST ADS



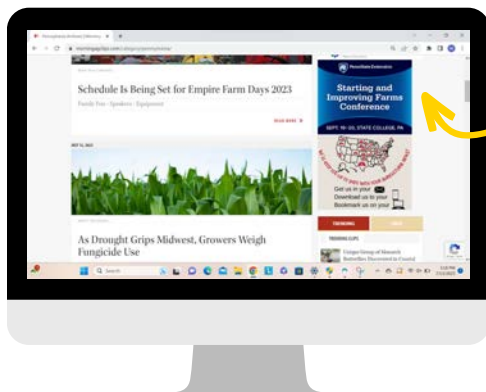
APP ADS



Homepage
Dropdown



Leader
Board

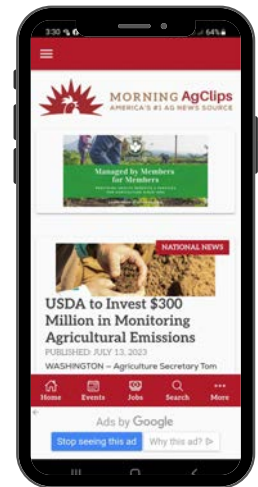


Sidebar

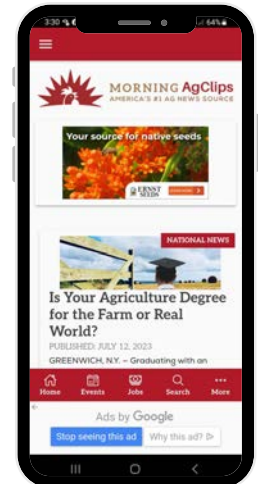


Premium
Positions

Rotator
Positions



Standard
Position



RATES & SPECS

Daily EBLAST

Rates

		1 MO. RATE	3MO. RATE	6MO. RATE	ANNUAL RATE	NOT-FOR- PROFIT RATE
Premium Positions	First two ads above the header, and first ad below the first article	\$600	n/a	n/a	\$7200	n/a
Rotator Banner Ads	Ads located after first set of stories, interspersed between the balance of local and national stories. Rotated in position.	\$500	\$450	\$400	\$4200	\$300

** Ads will run everyday for the month and link to advertiser's website*

Daily EBLAST Ad Position Size

Premium and Rotator	580 x 116 px (72 dpi)
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WEBSITE Ad Rate Card

Ad Position Sizes

		1 MO. RATE	
Homepage Dropdown	Desktop collapsible panel that slides into view on page load.	\$400	960 x 480 px (72 dpi)
Homepage Leader Board	Desktop and mobile banner ad displayed below the main navigation.	\$400	960 x 116 px (72 dpi)
Topic or State 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).	\$200	960x 116px (72 dpi)
Topic or State Sidebar	Desktop and mobile banner ad displayed to the right of the main navigation.	\$100	340 x 270 px (72 dpi)

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

MAC App

		1 MO. RATE
Standard ad	480 x 240 px (72 dpi)	\$100

10%
pre-pay
discount

multi-state
discounts
available

BECOME A PORTAL MEMBER

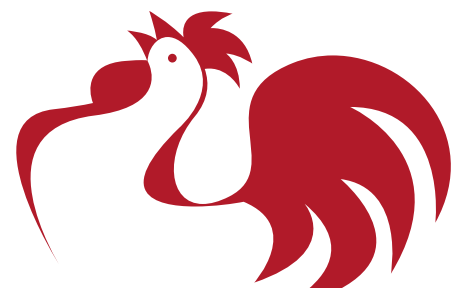
Get your press releases published, events and jobs posted

Become a registered Portal Member to gain access to all of these perks for one year to ensure that your information is shared with the Morning Ag Clips Community of readers.

Purchase the membership you need to grow your association or business!

Membership level	Annual Rates	Perks
The Egg	\$50	Guaranteed publishing of 1 Press Release
The Chick	\$200	Publish unlimited Press Releases (6 Months)
The Calf	\$450	Publish unlimited Press Releases Post positions to Job Board List unlimited Events on the Calendar
The Rooster	\$750	Publish unlimited Press Releases Post positions to Job Board List unlimited Events on the Calendar App Notifications Post highlighted in Featured Position List and link your business on our sponsorship page Boost your business or organization through our social media outlets
The Farm	\$1500	Publish Unlimited Press Releases Post Positions to Job Board List unlimited Events on the Calendar App Notifications Company Logos linked on the Sponsorship page Offered for Ad Agency level affiliates Benefits pertain to all current agency clients 20% advertising discounts

Guarantee your information reaches a large audience. Check out the Portal page on our website to join us!



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!!"

"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."

"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."

Kate Ziehm, *President*
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CONTACT INFORMATION



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