

AGCanada.com

weatherfarm

AGDealer.com

Manitoba Co-OPERATOR

CountryGuide
STRATEGIC. BUSINESS. THINKING.

FarmAuctionGuide.com

leBulletin
des agriculteurs

AGRICOLE Idéal

savvyfarmer
LITE

Manitoba Potatoes

Canadian THE BEEF MAGAZINE
Cattlemen

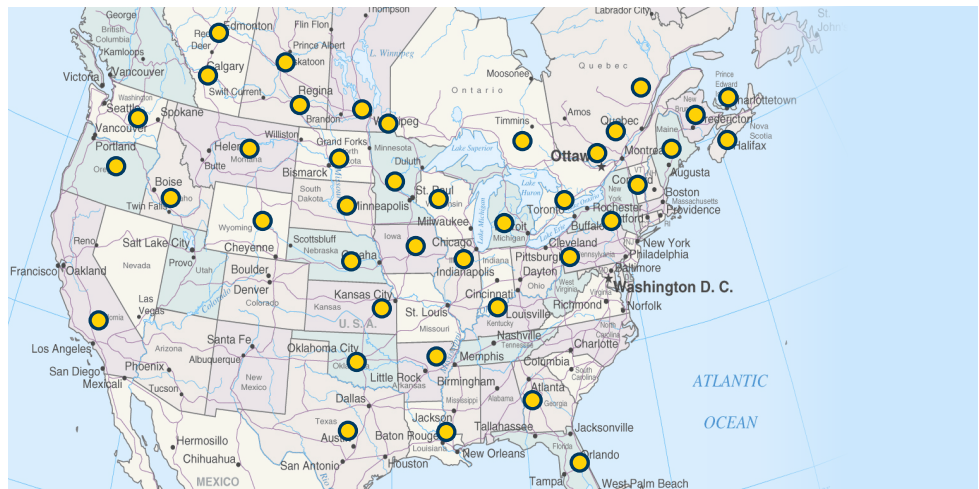
SEED
INTERACTIVE

AlbertaFarmer
EXPRESS

Farmers
ProductGuide

Grainews

- » Over **45,000** email addresses
- » Suite of **AGReader** mobile super apps
- » **120,000+** monthly online unique users
- » Geo-targetable anywhere in North America
- » 15 websites – **largest in Canada!**
- » **English** and **French** language networks!



- » Suite of **AgReader.ca** mobile web apps:
Alberta Farmer, Grainews, Manitoba Co-operator, Canadian Cattlemen & Country Guide
- » Follow specific local weather stations across Canada
- » Set notification levels on nearby futures contracts – pushed out to your smartphone!
- » The day's agriculture news in Canada
- » Twice daily podcasts of market recap
- » Inquire for pricing
- » **AgDealer & Agronomic Apps COMING SOON!**

Volume Discount Schedule

- Based on projected 12 month net spend
 - Less than \$5000 – 0%
 - \$5,000 to \$9,999 – 10%
 - \$10,000 to \$14,999 – 15%
 - \$15,000 to \$19,999 – 20%
 - \$20,000 to \$25,000 – 25%
 - Over \$25,000 – TBD
- Web CPMs normally range from \$37.50 to \$55 net

Digital Ad Specs - Formats, Etc.

- Web Formats: jpg, gif, animated gif, 3rd party tags or Flash (wmode set to opaque - http://kb2.adobe.com/cps/127/tn_12701.html)
- Email Formats: gif, animated gif, or jpg (recommended)
- File Weight: 45kb max
- Animation: 15 second max

Digital Ad Specs - Sizes Etc.

- Skyscraper: 160 x 600 px
- Big Box: 300 x 250 px
- Leaderboard: 728 x 90 px
- Static Small Rectangle: 300 x 100 px
- Widget (AgCanada only) 298 x 37 px

Please try to limit expandable ads to double the size & ensure your ad material is IAB compliant.

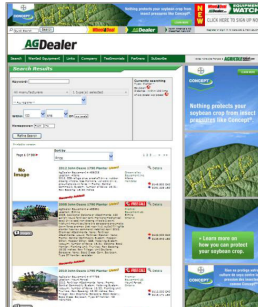
Kelly Dundas

Digital Media Specialist

kelly.dundas@fbcpublishing.com

Tel: 519-619-2140

WEB - Flat Rate Exclusives Inquire for pricing



Agricole Ideal & AgDealer
Search Exclusives



Homepage Roadblocks

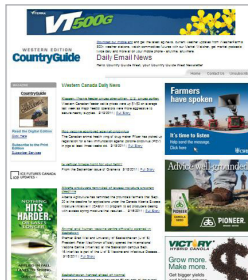


300 x 100 Exclusives



Homepage Peel

EMAIL - Product Examples



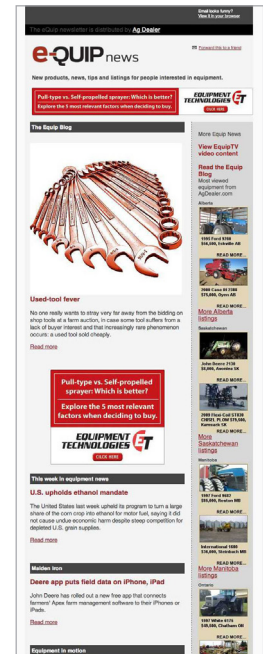
Daily Enewsletters



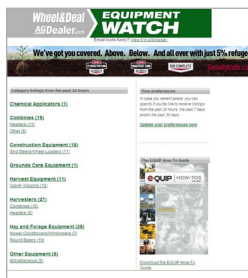
Le Bulletin



Weekly News Exclusives



e-Quip Enews



Equipment Watch



Digital Edition Notice



Advertising Eblasts

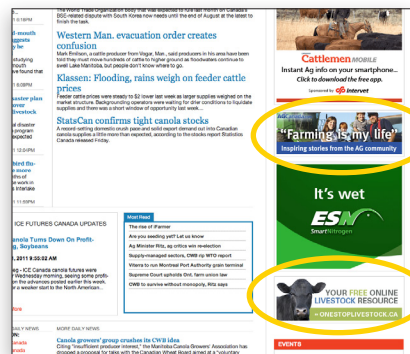
- Weekly News Exclusives also includes Top 5 AG Stories
- e-Quip News and Digital Edition Notices also include exclusive web page companion ads
- Most email products can be geotargeted east/west/Quebec

Email Product	Frequency	Purchase Period	Approx. Reach	Focus	Price Range
Weekly Newsletter Exclusive	Weekly	Weekly	19,000	Prairies	\$3,267 - \$4,356
Advertising Eblast	Weekly	Per Execution	8,400	National	\$1,771 - \$3,198
e-Quip Newsletter Exclusive	Weekly	Monthly	9,750	National	\$1,092 - \$1,365
Equipment Watch Exclusive	Daily	Monthly	5,500	National	\$1,587 - \$1,984
Digital Edition Notice Exclusive	Monthly	Monthly	8,500	Provincial	\$1,673 - \$2,091
Le Bulletin Enews	Mon, Wed, Fri	Monthly	4,000	Quebec	\$1,000 - \$1,500
Country Guide East Daily Enews	Every Biz Day	Monthly	2,600	Ontario	\$381 - \$507
Western Canadian Daily Enews	Every Biz Day	Monthly	12,000	Prairies	\$1,559 - \$2,772

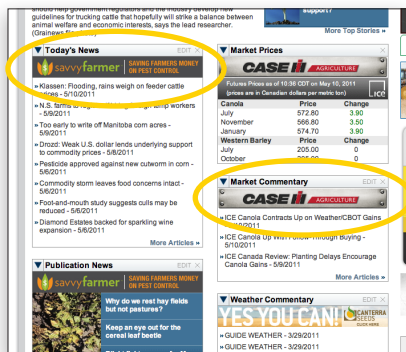
WEB Channel



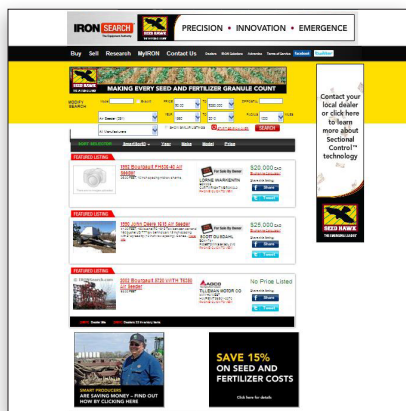
AgCanada homepage



300 x 100 web ad examples



Widget ads on AgCanada.com



Iron Search equipment category exclusive

Run of Website Campaigns

- Choose the sites with relevant content
- Inventory subject to availability
- Choose the geography that contains your customers
- 3 standard ad sizes: 160x600, 300x250 and 728x90
- ~4 Million monthly ad impressions available in Canada
- ~1.5 Million monthly ad impressions available in the US
- 75,000+ monthly uniques
- 160,000 monthly visits
- CPM model rates range from approximately \$37.50 to \$55 net per '000 ad impressions

Web Exclusives

Priced flat rate monthly

- 300x100 sized ads on the News/Editorial sites
 - Range is \$189 to \$2804 net monthly
 - Range is dependent on sites chosen
 - Inquire for exact pricing
- 298X37 Widget ads on the AGCanada.com Homepage
 - Buy combinations of News, Markets or Weather Widgets
 - Range is \$401 to \$619 net monthly
- Equipment Categories on Iron Search and AGDealer
 - Find your customers that require specific types of equipment
 - Sprayers, Seeders, 4WD Tractors, etc-
 - Range is dependent on the category(ies) you choose
 - Inquire for pricing

Kelly Dundas

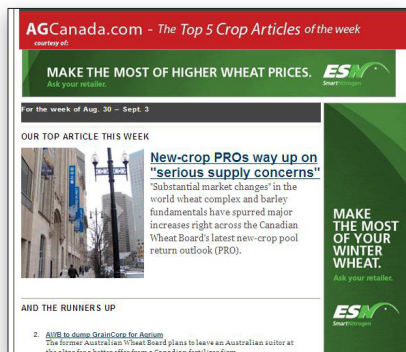
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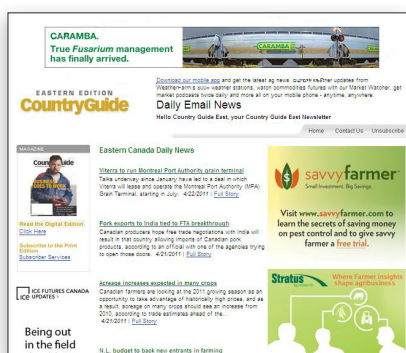
EMAIL Channel



Exclusive Weekly News Eblast example



Exclusive Weekly News Eblast example



Daily Newsletter example



Advertising Eblast example

1. Weekly News Eblast Exclusive

- 16,000+ email addresses
- Most targeted to western Canada
- Access to the CWB members
- Your ads exclusively: 160x600, 728x90
- Open rates as high as 40+%
- Weekly range in cost is \$3,111 to \$4,148 net per week

2. Daily Newsletters

- Generates ~50,000 opens per month
- Excellent Integration with web
- Some geotargeting and contextual targeting capability
- Following Enewsletters are available:
 - Alberta Farmer Express
 - Grainews
 - Manitoba Cooperator
 - Canadian Cattlemen
 - Country Guide West
 - Country Guide East
- Sold Monthly (some flexibility on Big Boxes)
- Range in costs:
 - Leaderboard or Guaranteed Top Big Box: \$1,733 to \$2,310 net per month
 - Other Big Box or Skyscraper: \$1,299 to \$1,733 net per month

3. Exclusive Advertising Eblasts

- Mostly targeted to western Canada
- ~7,000 addresses available
- Exclusive advertiser content
- \$1,337 to \$1,782 net per execution

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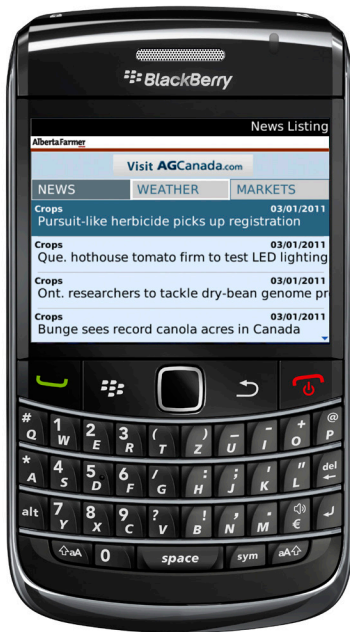
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MOBILE Channel



Example Alberta Farmer mobile app screen

- Suite of AGReader.ca mobile web apps
 - Alberta Farmer Express
 - Grainews
 - Manitoba Cooperator
 - Canadian Cattlemen
 - Country Guide
- Follow Specific local weather stations across Canada
- Follow specific futures contracts & set notification levels – pushed out to your smartphone!
- The day's agricultural news in Canada
- Twice daily podcasts of market recap
- One of the fastest growing agricultural apps in North America
- Sponsorships subject to availability
- Inquire for pricing

Don't forget!

You can automate your analytic reporting by providing us with a Gmail address when you book your campaigns!

Volume discount schedule

- Based on your projected digital net spend across the AGCanada.com Network
- Not bundled with print
 - Less than \$5000 – 0%
 - \$5,000 to \$9,999 – 10%
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