

FarmJournalTV

2019 PREMIER LAUNCH PARTNER

Farm Journal TV is the new over-the-top (OTT) digital network being developed to serve agriculture and rural America. Featuring all of Farm Journal's historic TV brands plus new and unique series, this 24/7 on-demand portal is already available as a mobile app and in 2019 will be extended to AgWeb.com and a SMART TV platform.



2019 PREMIER LAUNCH PARTNER PACKAGE

PARTNER PROMOTION ...

1.) **Prominent sponsor attribution** on all elements of a comprehensive, national, multi-media promotional blitz across Farm Journal Media ... Digital, TV, Radio, Print and more.

2.) **Exclusive sponsorship** of a premium content series on the platform including pre-rolls and adjacent banner ads.

MEDIA FLIGHT ...

- Ten spots (:30) on AgDay Television
- Two spots (:30) on U.S. Farm Report
- Two spots (:30) on Machinery Pete TV
- Twenty spots (:30) on AgriTalk Radio
- 250,000 impressions on AgWeb

PARTNER INVESTMENT: \$50,000

The logo for Farm Journal TV features the word "Farm" in a dark red, bold, sans-serif font, followed by "Journal" in a green, sans-serif font, and "TV" in a large, dark grey, bold, sans-serif font. A thick orange horizontal bar is positioned below the "Farm" and "Journal" text, extending to the right edge of the "TV" text.

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Premium Content Series ... Pick One!



Agriculture's national
newscast since 1982



Agriculture's weekly
news magazine since
1975



Machinery, machinery
and more machinery



Featuring landowners
who are improving
habitat and preserving
their property



Classic tractors and the
characters who bring
them back to life



Featuring the people
and places unique to
Rural America



AgDay's Clinton Griffiths
goes beyond the
headlines and gets
personal



The Power-Players of
agriculture who are
reshaping the industry