

# Farm Journal Mobile Products and Specs

## Sponsored Content Programs

- The Basics
  - Over 75,000 producers are opted in to receive various forms of Farm Journal Mobile content, which can be sponsored and has a 99% value rating!
  - Use geo, demo and/or unique matching to select your sponsored audience.
  - Select the type of content you'd like to sponsor. Options include:
    - Commodity Updates (Customized by grower – up to 9x / day)
    - Weather by ZIP (Customized by ZIP – 1x / day)
    - Market Commentary (1x / day)
    - USDA Reports (2x / month)
    - Machinery Pete's Pick of the Week (1x / week)
  - Sponsorship allows for branding within producer-requested content and the ability to send custom MMS messaging to your sponsored audience as desired.
  
- The Specs
  - Create branding for daily content, which can be up to 30 characters of text. (Note: You will soon be able to include your logo, too!)
  - Create custom MMS messaging:
    - Up to 400 characters of text, along with one of the following media files:
      - ❖ Video file: :35 seconds max, 150 MB or less, .mov format
      - ❖ Audio file: 4:00 minutes max, high bitrate, .mp3 format
      - ❖ Image file: 640 x 480 image, high-res, .jpg format
  - Materials are due five working days prior to deployment.

# Farm Journal Mobile Products and Specs

## MMS T-Blasts

- The Basics
  - An MMS T-Blast is very similar in concept to a custom E-Blast.
  - Delivery custom MMS messaging to a targeted audience at any time.
  - Use geo, demo and/or unique matching to select your audience.
- The Specs
  - Create custom MMS messaging:
    - Up to 400 characters of text, along with one of the following media files:
      - ❖ Video file: :35 seconds max, 150 MB or less, .mov format
      - ❖ Audio file: 4:00 minutes max, high bitrate, .mp3 format
      - ❖ Image file: 640 x 480 image, high-res, .jpg format
  - Materials are due five working days prior to deployment.

## Farm Journal PULSE

- The Basics
  - A national panel of producers gives us the “PULSE” of agriculture twice a month through Farm Journal Mobile’s text-based polling functionality.
  - Results of the bi-monthly polls are shared through multiple Farm Journal Media properties where solicitation for new participants can also be found.
  - Sponsors of PULSE have the ability to ask questions of their own each quarter and receive special attribution for their support of PULSE anywhere PULSE is mentioned.
- The Specs
  - Develop two text-based poll questions each quarter with a 160-character max. (Note: You will soon have up to 350 characters!)
  - Create :10-second billboards for AgDay
  - Create :10-second billboards for U.S. Farm Report
  - Create :10-second billboards for AgriTalk
  - Logos for Farm Journal, AgWeb and Farm Journal Mobile
  - Materials are due five working days prior to deployment.

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## Mobile-4-Media

- The Basics
  - This mobile marketing product can help extend the shelf life of a print ad, expand the content delivered in a TV commercial, or bring-to-life something just heard on the radio using text-based calls-to-action.
  - Choose from the following tactics:
    - Text-to-Learn (testimonials, product info, etc.)
    - Text-to-Win (contest, giveaways, etc.)
    - Text-for-Offer (coupon, rebate, etc.)
    - Text-to-Answer (trivia, poll, etc.)
- The Specs
  - Choose an available keyword, which can be 3 – 10 characters long.
  - Create custom MMS response message:
    - Up to 400 characters of text, along with one of the following media files:
      - ❖ Video file: :35 seconds max, 150 MB or less, .mov format
      - ❖ Audio file: 4:00 minutes max, high bitrate, .mp3 format
      - ❖ Image file: 640 x 480 image, high-res, .jpg format
  - Materials are due five working days prior to deployment.