

Farm Journal Digital

AgProgrammatic Rural

AgProgrammatic Rural

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes:

- AgProgrammatic Rural Display
- AgProgrammatic Rural Display Impact
- AgProgrammatic Rural Video Prerolls
- AgProgrammatic Rural Content
- AgProgrammatic Rural Social

Delivery guaranteed. Performance guaranteed.



AgProgrammatic Rural Display

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes

- Guided by Farm Journal data.
- Geo-targetable.
- Desktop and mobile – 728x90, 300x250, 160x600, 300x50, 320x50
- In-banner rich media and user-initiated audio and video capable.
- All campaigns optimized for performance by default

Rural Display	Rate
CPM	\$8

Delivery guaranteed. Performance guaranteed.



AgProgrammatic Rural Display Impact

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes

- Guided by Farm Journal data.
- Geo-targetable.
- Desktop, mobile – 320x480, 300x600, 970x250, 768x1024
- In-banner rich media and user-initiated audio and video capable.
- All campaigns optimized for performance by default

Rural Display Impact	Rate
CPM	\$18

Delivery guaranteed. Performance guaranteed.



AgProgrammatic Rural Content

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes

- Guided by Farm Journal data.
- Geo-targetable.
- 600x315 image + 60c headline + 40c branding
- All campaigns optimized for performance by default

Rural Content	Rate
CPM	\$15

Delivery guaranteed. Performance guaranteed.



AgProgrammatic Rural Video Prerolls

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes

- Guided by Farm Journal data.
- Geo-targetable.
- :15 and :30 spots
- All campaigns optimized for performance by default

Rural Video	Rate
CPM	\$18

Delivery guaranteed. Performance guaranteed.



AgProgrammatic Rural Social

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes

- Guided by Farm Journal data.
- Geo-targetable.
- 1200 x 628 image, 45c headline, 90c text, 30c description
- All campaigns optimized for performance by default

Rural Social	Rate	Impressions
CPM	\$4,000 per month	200,000

Delivery guaranteed. Performance guaranteed.



AgProgrammatic Rural

Using the same technology as Farm Journal's AgProgrammatic, Farm Journal Digital will target the rural marketplace for farmers of many sizes:

- AgProgrammatic Rural Display
- AgProgrammatic Rural Display Impact
- AgProgrammatic Rural Video Prerolls
- AgProgrammatic Rural Content
- AgProgrammatic Rural Social

Delivery guaranteed. Performance guaranteed.

