

2012 MEDIA KIT - ONLINE



IN PRINT

ONLINE

IN PERSON

CORN & SOYBEAN **DIGEST®**

MAXIMIZING PRODUCTION AND MARKETING FOR PROFIT

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SALES CONTACTS

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Steve May | 952-905-3212 | steve.may@bock-assoc.com
Jon Greener | 952-851-4652 | jon.greener@penton.com

MARKET CONTACTS

Allen Barkve 952-851-4696 General Manager
allen.barkve@penton.com
Roger Randall 952-851-4616 Online Sales Development Dir.
roger.randall@penton.com
Cindy Kramer 952-851-4698 Sales Assistant
cindy.kramer@penton.com

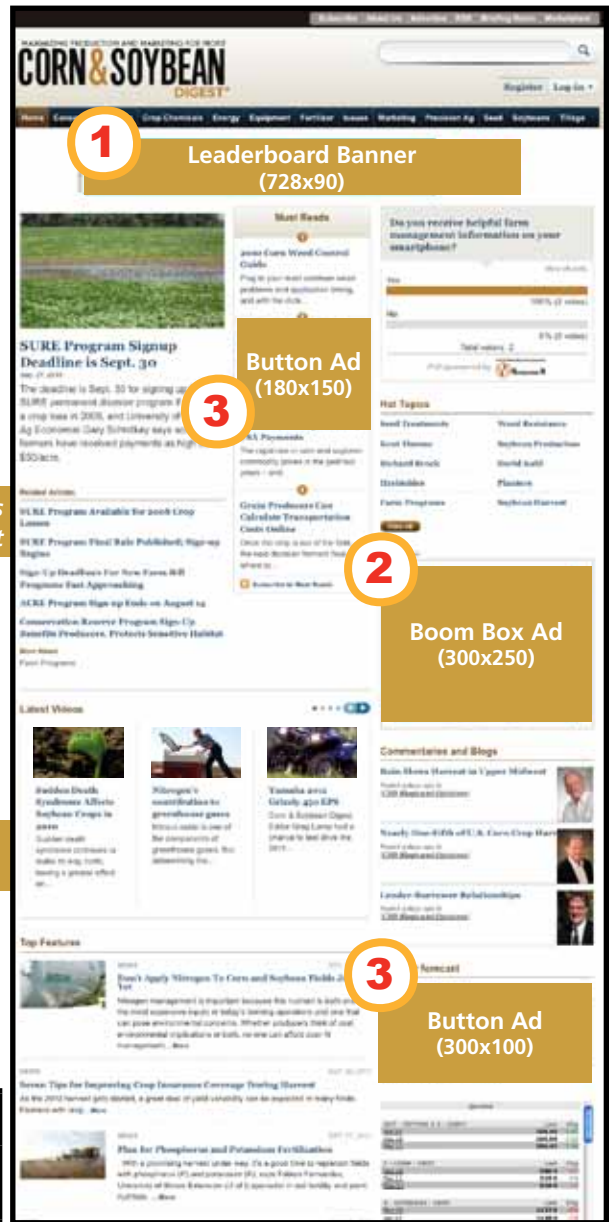
Send Your Online Orders & Materials to:

- 1) Send signed print orders to:
 - a) **Your Salesperson &**
 - b) **orders@penton.com**
- 2) Send materials to: **agnewsletters@penton.com**
- 3) Materials questions? Contact:
 - Website - **Sarah Rapp** (sarah.rapp@penton.com or 913-967-1802)
 - eNewsletters - **Mary Fox** (mary.fox@penton.com or 952-851-4725)
 - eBlasts - **Mary Fox** (mary.fox@penton.com or 952-851-4725)

The CORN & SOYBEAN DIGEST Web site offer attention-grabbing banner options for a targeted and cost-effective way to strengthen your marketing campaign and build your brand. Our Pisces content management platform enables editors to provide more content with:

- Easy Navigation
- SmartSearchSM Functionality, Based on In-Depth Taxonomy
- Relevant Content that is Instantly Available
- Full-Featured Hero Media Player

These new features provide our online community with a Web-friendly and content-rich experience.



Advertising Rates and Specs *All rates are net*

| | | |
|----------|-----------------|---|
| 1 | \$42 CPM | Leaderboard Banner (728x90) File size limit: 35k |
| 2 | \$52 CPM | Boom Box Ad (300x250) File size limit: 35k |
| 3 | \$21 CPM | Button Ad (300x100 or 180x150) File size limit: 20k |

Category Exclusive Sponsorships

Category Exclusive Sponsorships are available on the CORN & SOYBEAN DIGEST Web site. Sponsors receive all three ad positions on the sponsored category pages. The initial rate on one site for one month is \$1,500 net. Multiple month and/or multiple site purchases receive a discount.

Contact your Sales Representative for details.

AVAILABLE CATEGORIES

Corn, Soybeans, Inputs, Marketing, Biofuels, Precision Ag, Equipment

ONLINE

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Sarah Rapp 913-967-1802 Website Materials
 sarah.rapp@penton.com

The **CORN E-DIGEST** is a bi-weekly business and production e-newsletter that provides concise, timely and research-based information to help corn growers to maximize profits. A subscription to the **CORN E-DIGEST** is free and will include occasional special reports about disease and pest outbreaks or announced changes in government policy or programs.

FREQUENCY: Bi-weekly

OPT-IN EMAIL SUBSCRIBERS: 50,000

Specifications

1 Top right column sponsorship ad - 180x150

2 3 Ads with Text - 180x150 - three available

- Up to 50 words of supporting text
- Gif or Jpeg files only. No Rich Media
- Files can deliver up to 4 frames, however such animation will not appear in Outlook '07 or earlier programs, only the first frame will appear. Important messages should be limited to the first frame
- Maximum frames – 4, Looping – 3 times
- **Maximum File Size: 15k**

*Sponsorship includes all of the positions

Frequency Rates

| 1x | 3x | 5x |
|--|--|--|
| \$4,725 net Per delivery of email | \$4,200 net Per delivery of email | \$4,000 net Per delivery of email |

SEND MATERIALS TO: agnewsletters@penton.com

Type "CORN E-DIGEST" in the subject line.

All materials due one week prior to deployment date.

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Mary Fox | 952-851-4725 | eNewsletter Materials
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The **SOYBEAN E-DIGEST** is a bi-weekly business and production e-newsletter that provides concise, timely and research-based information to help soybean growers to maximize profits. A subscription to the **SOYBEAN E-DIGEST** is free and will include occasional special reports about disease and pest outbreaks or announced changes in government policy or programs.

FREQUENCY: Bi-weekly

OPT-IN EMAIL SUBSCRIBERS: 26,000

Specifications

1 Top right column sponsorship ad - 180x150

2 3 Ads with Text - 180x150 - three available

- Up to 50 words of supporting text
- Gif or Jpeg files only. No Rich Media
- Files can deliver up to 4 frames, however such animation will not appear in Outlook '07 or earlier programs, only the first frame will appear. Important messages should be limited to the first frame
- Maximum frames – 4, Looping – 3 times
- Maximum File Size: 15k

*Sponsorship includes all of the positions

Frequency Rates

| 1x | 3x | 5x |
|--|--|--|
| \$4,725 net Per delivery of email | \$4,200 net Per delivery of email | \$4,000 net Per delivery of email |

SEND MATERIALS TO: agnewsletters@penton.com

Type "SOYBEAN E-DIGEST" in the subject line.

All materials due one week prior to deployment date.

SALES CONTACTS

- Dave Noland** | 816-886-5117 | dave.noland@penton.com
Kim Zilverberg | 952-851-4693 | kim.zilverberg@penton.com
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A weekly newsletter edited for the cash grains grower, with news, breaking trends, and developments.

Penton Agriculture's editorial staff provides up-to-date news on legislation, regulations, and reactions.

CROP NEWS WEEKLY packages and edits the top stories for today's busy online reader.

FREQUENCY: 52x per year

OPT-IN EMAIL SUBSCRIBERS: 46,000

Advertising Rates & Specs

- 1 Boom Box Ads with Text (300X250 - four available)**
- Can also accept up to 50 words of supporting text
 - Gif or Jpeg files only. No Rich Media
 - Gif and Jpeg files can deliver up to 4 frames, however such animation will not appear in Outlook '07 or earlier programs, only the first frame will appear. Important messages should be limited to the first frame.
 - Maximum frames – 4, Looping – 3 times
 - **Maximum File Size: 35K**

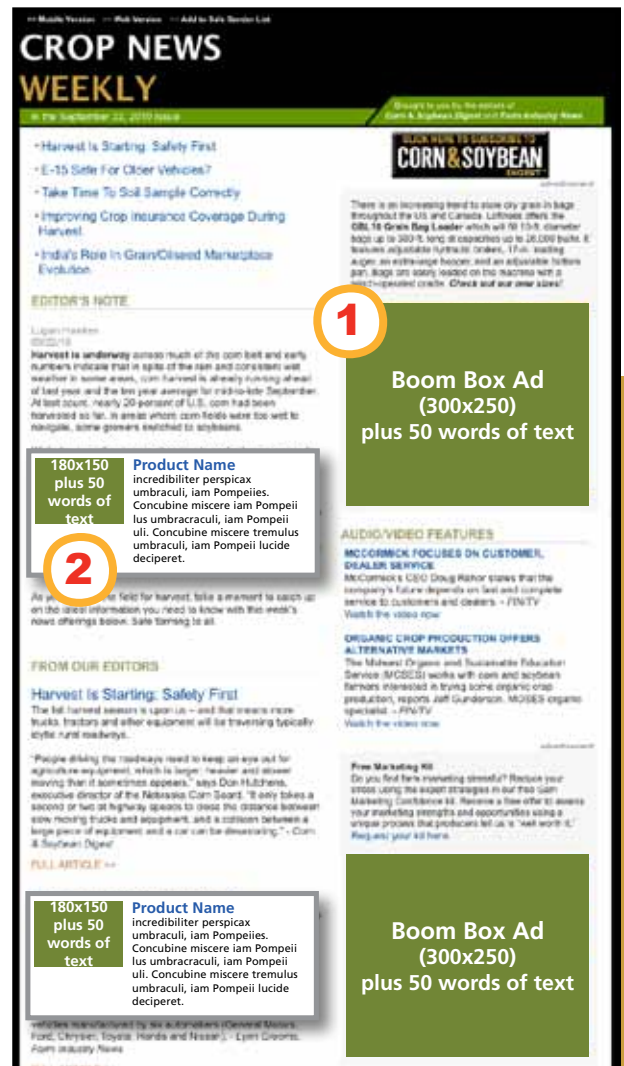
- 2 Image with Text (180x150 - four available)**
- Image must be accompanied by up to 50 words of supporting text
 - Image can be up to 180X150
 - Gif or Jpeg files only. No Rich Media
 - **Maximum File Size: 15K**

OVERALL:

- Penton Media will accept most 3rd Party Ad tags. 3rd Party Ad tags for e-Newsletter must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- Overall e-newsletter file size is limited to 50k, optimum file size is 35k.

All rates are net.

| 1 ad per issue | 2 ads per issue/ per ad | 3 ads per issue/ per ad |
|----------------|----------------------------|----------------------------|
| \$820 | \$790 | \$765 |



ONLINE

SEND MATERIALS TO: agnewsletters@penton.com

Type "CROP NEWS WEEKLY" in the subject line.

All materials due one week prior to deployment date.

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Corn & Soybean Digest Extra is a weekly weekend e-newsletter bringing readers the top 5 online articles read each week, so they can keep up on the information that's most important. New content is added to www.csdigest each day, and includes timely, research-based information to help corn and soybean growers maximize profits.

FREQUENCY: 52x per year

OPT-IN EMAIL SUBSCRIBERS: 31,000

ADVERTISING RATE (net)
Image with Text Ad - \$650 per week, per ad

Specifications

Image with Text (180x150 - Two available)

- Image must be accompanied by up to 50 words of supporting text
- Image can be up to 180X150
- Gif or Jpeg files only. No Rich Media
- **Maximum File Size: 15K**

SEND MATERIALS TO: agnewsletters@penton.com

Type **"CSD EXTRA"** in the subject line.

All materials due one week prior to deployment date.

ONLINE

SALES CONTACTS

- Dave Noland** | 816-886-5117 | dave.noland@penton.com
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Mary Fox | eNewsletter Materials
952-851-4725 | mary.fox@penton.com

E-BLASTS provide a quick turn-around electronic delivery for sales messages and announcements. Audiences can be targeted by geographic and demographic criteria. Performance measurements are available 5 days after deployment and include results for delivery, opens and clickthrough metrics. Yesmail Enterprise software is used for deployments and measurement results. Pricing is based on list selection and deployment volume. Please request counts and pricing from your sales representative. Discounts will be applied to multiple deployment orders.

Specifications

Format: HTML
Maximum file size: 50k
Maximum width: 700 pixels

- All images for html messages must be hosted online and a full image source link provided.
 - No JavaScript or Flash coding can be accepted.
 - Animated gif files are allowable, but with the understanding that they will not be viewable for all recipients.
 - Copy provided must include the 3rd party's physical address per CAN-SPAM.
 - The copy provided should also include an opt-out so recipients can opt-out of messages from the 3rd party directly.
 - A sponsors name will appear first in the "Fr" address line followed by the publication's name.
 - E-Blast messages must be approved by the Publisher prior to distribution
 - List requirements: When a supplemental list is provided to include in the E-Blast distribution (other than a seed list of a few names), an indemnification letter from the Penton Legal Department must be signed before names can be added. This provides assurance that CAN-SPAM procedures are adhered to in email address collection practices.
- A suppression file of the 3rd party's opt-out database for promotional emails should be provided.
 Files can come in .txt, .csv or Excel format.
 Images should be in GIF or JPEG files.

All materials due one week prior to deployment date.



ONLINE

MATERIALS/LIST QUESTIONS: amy.shomaker@penton.com
SEND MATERIALS TO: mary.fox@penton.com

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 952-851-4725 mary.fox@penton.com

Today, thousands of visitors come to see our videos:

- Farmer testing
- New product introductions
- New technology and special features
- Farm show updates and reports

Just like the magazine, our website is a leading source of information on maximizing production and marketing for profit. CORN & SOYBEAN DIGEST's editorial team continues to cover new products at farm shows throughout the year. CORN & SOYBEAN DIGEST editors will also compile video segments on new trends and emerging technologies.

Take this opportunity to be seen in front of the CSD audience with video pre-rolls!

ADVERTISING RATE (net)

Video Pre-Rolls

\$1,050 - Monthly/per site

Specifications

- Monthly/per site (minimum 3 months)
- Media Format: AVI, MPG
- Time Limit: 15 seconds in length

Check out Video Pre-Rolls at
CORNANDSOYBEANDIGEST.COM/TV



CSD Live homepage



Example of a pre-roll

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In March 2011 Penton Media acquired “Eye Traffic Media” a Washington, DC area-based technology product development and digital consulting firm. The acquisition significantly expanded Penton’s offerings in print, research and digital solutions leading to the formation of Penton Marketing Services (PMS).

Penton Marketing Services works with clients to apply proven methods of assessment and analysis such as Social Media eListening, Search Engine Marketing and Lead Lifecycling. PMS also provides a wide range of research services, print solutions and customized digital products such as eNewsletters, phone and tablet apps, video. PMS brings extensive experience developing programs for a diversified industry base across 16 Penton served audiences. The division is supported by a group of 50 digital marketing and editorial professionals.

Penton Marketing Services offerings include:

- **Microsites and Websites.** Services range from developing a program-focused microsite or full-service website design and build out and content creation.
- **Social Media eListening.** Hear what customers, prospects and even competitors are saying about you on a wide spectrum of social media networks with comprehensive report results delivered on your timetable.
- **Search Engine Marketing.** Get the most out of your website assets with programs designed to improve your search standing and draw more viewers to your site through optimization.
- **Lead Lifecycling.** Systematic approaches to building lead generation programs, scoring best sales opportunities, developing lead nurturing and follow-up programs.
- **Webinars, Virtual Events and Videos.** Turn key programs educate your customers and prospects about new offerings, product features and returns comments. Events are supported by planning, promotion and a comprehensive analytic report
- **eBooks and eNewsletters.** Digital platforms to deliver detailed messages or to maintain an on-going relationship with customers and prospects.
- **Custom print solutions.** Creating qualified lead generating tools such as white papers, supplements, custom magazines and show programs.

Contact your Penton Agriculture Group Sales Representative about how these opportunities might work for you.

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DIGITAL SOLUTIONS
Micro Site - eBook - Webinar -
Virtual Event - eNewsletter - Websites
Social Media eListening - Search Engine
Marketing - Lead Lifecycle - Custom
Apps - Custom Video

RESEARCH SOLUTIONS
- Custom Research -
Polling - Trade Research

PRINT SOLUTIONS
White Paper - Supplements
Custom Magazines - Show Daily

ONLINE