

Audience Extension [AgXtend]

In-step with your most valuable audience across the web

Farmers visit Farm Progress' websites and read our email newsletters daily. They also visit many other useful sites throughout the day. AgXtend takes your messaging even when they go beyond farm-related content sites. You now can follow targeted users from Farm Progress' database around the internet with your targeted messaging using our audience extension network.

HOW IT WORKS

1)



Using our quality first-party data, an audience pool is developed based on producer demographics such as acreage, crop type, number of livestock, and/or geolocation.

2)



Build messaging frequency. Your producer targets within the pool are then served your ad/s across 98% of the Web. A specific producer within your target zone may see your ad up to 15x in a given month.



***For more information please contact your Farm Progress account manager.**

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Leverage a powerful network of sites

The Farm Progress AgXtend program utilizes thousands of sites across the web, including placements on many of the most recognized, respected and visited sites on the web today. Your campaign will only be seen by users who have visited Farm Progress websites, or who are known farmers based on our Farm Progress database.



SAMPLE OF NETWORK SITES

abc.com	cnbc.com	espn.com	linkedin.com	pandora.com	usatoday.com
abcnews.com	cnet.com	foodnetwork.com	marketwatch.com	parents.com	usnews.com
about.com	cnn.com	forbes.com	marthastewart.com	pcmag.com	washingtonpost.com
allrecipes.com	cnnmoney.com	fortune.com	msn.com	people.com	weather.com
aol.com	discovery.com	fox.com	msnbc.com	priceline.com	webmd.com
barrons.com	doityourself.com	foxnews.com	nationalgeographic.com	reuters.com	whitepages.com
bloomberg.com	economist.com	foxsports.com	newsday.com	si.com	wsj.com
cbs.com	edmunds.com	inc.com	newsweek.com	theatlantic.com	yahoo.com
cbsnews.com	ehow.com	kiplinger.com	nytimes.com	time.com	yellowpages.com
cbsports.com	entrepreneur.com	latimes.com	orbitz.com	tripadvisor.com	zillow.com

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Pinpoint targeting capabilities

Want to leverage audience extension for specific demographic segments? No problem. Get the best of both worlds - massive reach + niche targeting - by taking advantage of Farm Progress' audience extension demographic targeting options. Reach your target audience many times over, in different online environments to ensure maximum campaign impact.

SEGMENTS AVAILABLE FOR AUDIENCE EXTENSION TARGETING:

<u>Crop type & size</u>		<u>Region (crop only)</u>	<u>Livestock type & size</u>		<u>Brands</u>	
corn	250 + acres	12 north central	beef	100+ head	American Agriculturalist	The Farmer
soybean	250 + acres	mid-south	dairy	100+ head	Dakota Farmer	Wallaces Farmer
wheat	250 + acres	southeast	beef	200+ head	Delta Farm Press	Western Farm Press
cotton	250 + acres	southwest	dairy	200+ head	Indiana Prairie Farmer	Western Farmer-Stockman
rice	250 + acres	west	beef	500+ head	Kansas Farmer	Wisconsin Agriculturist
corn	500+ acres		dairy	500+ head	Michigan Farmer	Farm Industry News
soybean	500+ acres		hog	1000+ head	Missouri Ruralist	Corn+Soybean Digest
wheat	500+ acres		hog	2,000+ head	Nebraska Farmer	Farm Futures
cotton	500+ acres		hog	3,000+ head	Ohio Farmer	Beef
rice	500+ acres		hog	4,000+ head	Prairie Farmer	Beef Producer
corn	1,000 + acres		hog	5,000+ head	Southeast Farm Press	National Hog Farmer
soybean	1,000 + acres		hog	6,000+ head	Southwest Farm Press	Feedstuffs
wheat	1,000 + acres					
cotton	1,000 + acres					
rice	1,000 + acres					

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Audience Extension on Facebook

Engage farmers via Facebook newsfeed ads

Message to your target audience directly on Facebook using the highly effective ad placement within the newsfeed. With over 1.4 billion registered users and 936 million daily users, there's no doubt we'll be able to extend your messaging to the farmers you want to reach while they engage on the world's most popular social site.



SEGMENTS AVAILABLE FOR AUDIENCE EXTENSION TARGETING:

Crop type & size

corn	250 + acres
soybean	250 + acres
wheat	250 + acres
cotton	250 + acres
rice	250 + acres
corn	500+ acres
soybean	500+ acres
wheat	500+ acres
cotton	500+ acres
rice	500+ acres
corn	1,000 + acres
soybean	1,000 + acres
wheat	1,000 + acres
cotton	1,000 + acres
rice	1,000 + acres

Region (crop only)

12 north central
mid-south
southeast
southwest
west

Livestock type & size

beef	100+ head
dairy	100+ head
beef	200+ head
dairy	200+ head
beef	500+ head
dairy	500+ head
hogs	1000+ head
hogs	2,000+ head
hogs	3,000+ head
hogs	4,000+ head
hogs	5,000+ head
hogs	6,000+ head

Brands

American Agriculturalist	The Farmer
Dakota Farmer	Wallaces Farmer
Delta Farm Press	Western Farm Press
Indiana Prairie Farmer	Western Farmer-Stockman
Kansas Farmer	Wisconsin Agriculturist
Michigan Farmer	Corn + Soybean Digest
Missouri Ruralist	Farm Futures
Nebraska Farmer	Beef
Ohio Farmer	Beef Producer
Prairie Farmer	National Hog Farmer
Southeast Farm Press	Feedstuffs
Southwest Farm Press	

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