

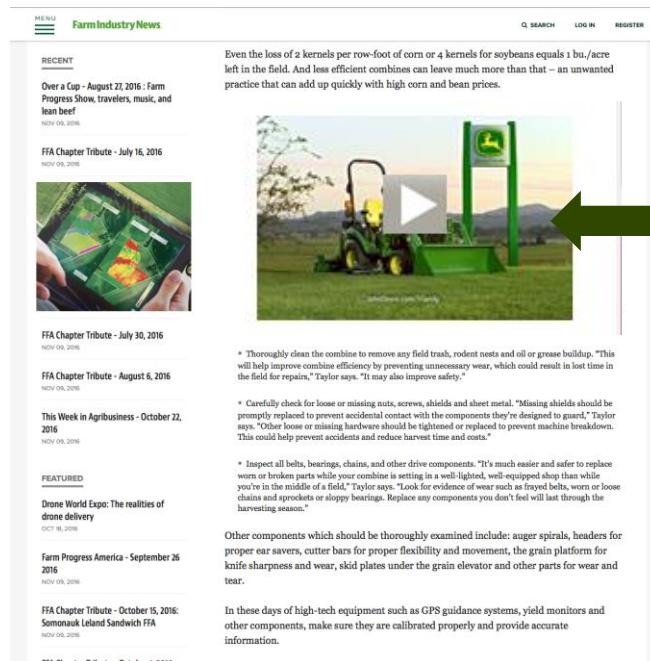
# In-Article Video Ad

High impact video marketing embedded in the heart of an editorial article page to ensure maximum exposure

If you have invested in creating video-based marketing assets this is an offering for you. An absolute ideal way to help put your firm's video messaging in front of farmers in an highly effective and user-friendly way by placing your video directly within our editorial content pages.

## OVERVIEW

- Optimal user experience
  - Plays when visible on user's screen, pauses when user can't see it onscreen; resumes when in view again
  - Audio starts on mouse rollover
  - Video disappears from body of article once played to completion, making it less disruptive to viewer's experience
- Premium environment for short 30-60 second videos – below the fold between two paragraphs for more focused, attentive viewer engagement
- Guaranteed viewability – only plays when in more than 50% in view on user's screen



<http://tinyurl.com/InArticleVideoDemo>

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