



## Online Opportunities

**Online activities are now an integral part of many agricultural businesses with over 240 companies and thousands of private advertisers choosing farmersguardian.com as a route to market.**

Farmersguardian.com offers a vast array of opportunities to target the agricultural sector regardless of budget. With an ever-growing audience of over 80,000 unique users visiting the site every month, viewing over half a million pages, online activities should be part of your media mix.

The screenshot displays the Farmers Guardian website interface. At the top, there is a banner for 'Tillage' dated 'Tuesday 15th September' with a tractor image and a 'Subscribe' offer of '30% off cover price £1.19 per issue'. Below this is the main header with the 'Farmers Guardian' logo, a quote about Dairy Farmers of Britain, and the date 'Thursday, 27 August 2009'. A navigation menu includes 'HOME', 'NEWS', 'YOUR SPACE', 'SHOWS & SALES', 'VIDEOS & GALLERIES', 'DIGITAL EDITIONS', and 'CLASSIFIEDS & DIRECTORIES'. A search bar is present with the text 'Search News'. Below the navigation, there are two news articles: 'Report blames liquids division for DFB failure' and 'The Farmers Guardian guide to university and college'. To the right, there is a 'Search Over 600 Classifieds' section with a 'PLACE ADVERT NOW' button. An advertisement for 'ubrolexin' is visible. A large image of a red tractor with a 'clean cut with Krone' sign is overlaid on the bottom right of the screenshot.

Whether it is lead generation, brand awareness, targeted messaging or data capture, or interaction with the online audience, Farmers Guardian offers a range of activities to build your online presence.



## Online Advertising Positions

### Page peels

An imposing means to promote online. These have proven to return particularly high click-through rates and offer virtually half the screen area to deliver your message. Its animated page curl in the top right corner of the screen acts as a trigger and enticement to the message behind.

#### **MPU NEW for 2009/10**

The Message Plus Unit also known as MPU commands the most prominent advertising position immediately to the right of editorial. Measuring 300 x 250 pixels the MPUs offer the largest advertising position available on the site. This is an exclusive position and there is only ever one MPU on a given webpage. The MPU can also be used to house video/flash content.



#### **Leaderboard NEW for 2009/10**

Positioned at the very top of the site the leaderboard offers excellent impact and visibility. The leaderboard is another very large advertising space which measures 728 x 90 pixels and has solus status. The leaderboard replaces the banner position from the old site and offers 125% more space to carry your message.



### Skyscrapers

Skyscrapers are superb traffic drivers, valuable tools to raise company or brand awareness and useful lead generators. Enhancement can be achieved through the use of animation. Half skyscraper positions (120 x 300 pixels) can also be carried in our weekly and targeted email newsletters.

### Tiles

Tiles can be used to deliver a high profile position to the right hand side of the site. Generally used as teasers to link to further information and are best positioned within relevant sections of the site. Tiles do not support animation.



## Other Online Opportunities

### Email

Get your message delivered direct to farmers' inboxes with Farmers Guardian's weekly news email. The newsletter circulation is already over 20,000 and growing. A mix of half skyscraper promotional slots and text promotions within the core newsletter are increasingly popular routes to reach the farming market. Targeted mailings to specific sectors of the agricultural and equestrian community are also available.

See [www.farmersguardian.com/email](http://www.farmersguardian.com/email) for example newsletter

### Digital Editions

Farmers Guardian has taken its digital editions a stage further with enhanced rich media offerings in both the editorial and the advertising pages. Advertisers can now enhance their traditional ad pages with picture galleries to demonstrate a product range, or embed videos to enhance a marketing message. Digital editions include Dairy Vet, Dairy Farmer and the most recently launched online-only Machinery in Motion.

See [www.farmersguardian.com/MIM](http://www.farmersguardian.com/MIM) for example digital edition

### Farmers Guardian Connect

Farmers Guardian Connect uses the best of online search, search engine optimisation, contextual advertising and lead generation to promote your own products and services at exactly the time users are interested in it. Links direct to your content will appear on the web page whenever Farmers Guardian's news, features, event coverage etc is relevant. The programme also brings wider benefits to your company's overall search rankings.

View individual news articles from [www.farmersguardian.com/news](http://www.farmersguardian.com/news) to see examples

### Directory listing

The internet is now the first port of call for many individuals seeking out suppliers, services and product information so ensure your company is listed in our products and services directory. A full years listing costs just £195 and ensures you don't miss out on the 80,000 people visiting farmersguardian.com.

See [www.farmersguardian.com/directories](http://www.farmersguardian.com/directories) for directory listings

### Online Surveys & Competitions

The internet provides an excellent opportunity for data capture and gathering market intelligence. Farmersguardian.com can combine online promotional activities and email campaigns to drive traffic to online competitions and surveys to tap into the growing online agricultural audience. Farmersguardian.com is happy to create and manage these on your behalf if required.

See [www.farmersguardian.com/competitions](http://www.farmersguardian.com/competitions) for latest examples



## Other Online Opportunities

### Video Sponsorship

Videos are increasingly being used on the internet and they are already a standard feature of Farmers Guardian's and Dairy Farmer's event coverage. Captured videos can be made available for housing on client's sites, enhancing digital editions and can also be transferred to CD for further promotional opportunities.

Link to: <http://www.farmersguardian.com/videos>

### Online Event Sponsorship

A truly multi-media opportunity delivering an unparalleled marketing opportunity for sponsors to increase their profile. The events (sometimes called webinars or online seminars) incorporate many aspects of online activity, including data capture, video activity, powerpoint presentations, live Q&A sessions, online polls and surveys. Our online events are promoted in both hard copy and online and feature sponsors branding prominently on all activities pre-post and during the event.

Link to: <http://www.farmersguardian.com/milkdebate> [To shortcut the registration process enter fgsupport@ubm.com when asked for your email address]



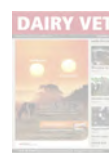
## Online Mechanical Information

	PAGE PEEL	MPU	LEADERBOARD	SKYSCRAPER	TILE
<b>Image Size</b>	800 x 600	300 x 250	728 x 90	120 x (300 OR 600)	160 x 188
<b>Maximum file size</b>	500K	30K	30K	25K	18K
<b>File types</b>	JPEG	JPEG, GIF or SWF (with back-up GIF)	JPEG, GIF or SWF (with back-up GIF)	JPEG, GIF or SWF (with back-up GIF)	JPEG or GIF
<b>Site position</b>	Page curl appears top right of page	Immediate right of content	Immediate top of page	Right hand side of content	Right hand side of content
<b>Lead time</b>	5 working days prior to go live	3 working days prior to go-live date			
<b>Rates - all rates listed are starting prices</b>	£850	£400	£350	£180	£135

Prices will vary according to position

### Site standards

- All adverts must include a 1 pixel black border.
- Animation or image rotation should be slow and steady with higher speed animations. We reserve the right to request a stop in the loop.
- Pre-made adverts should be submitted for approval, we reserve the right to request changes.
- Farmers Guardian can supply expected traffic levels in the desired tenancy sections and provide full statistical reports back of the number of impressions and click through rates. Our adverts are delivered and monitored through DoubleClick, a world leader in ad serving.





For more information about any of the advertising opportunities please contact:

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