

JLF DIGITAL OVERVIEW

Reach our engaged print subscribers

PROGRAMMATICALLY

With a **proprietary database of 500,000+** qualified farmers, you can target your customized audience against geo and demo.



- DEMOS
- ALFALFA
 - CORN
 - SOYBEANS
 - WHEAT
 - FRUIT/VEGGIE
 - POTATOES
 - SUGAR BEETS
 - TREE/VINE
 - COTTON
 - CITRUS
 - LIVESTOCK

Working with our industry-leading partners to continue to bring you innovative targeting solutions, after the dissolution of the cookie.

First-Party Targeting Solution



- ✓ **Programmatic Display/Video:** Serve up your banners & video content to our subscribers, reaching the right person, wherever they are.
- ✓ **Programmatic Native:** Powerful combination, enabling you to promote content that gels well with surrounding content, at scale.
- ✓ **CTV:** Target our valuable audience as they watch their favorite TV shows, with measurable results.
- ✓ **Audio/Podcast:** Place your message in streaming music services (Pandora, Spotify, iHeart) and podcasts.
- ✓ **Facebook:** Send a sponsored post from your Facebook account to our first-party users.

FIRST-PARTY PROGRAMMATIC

DISPLAY

- You choose the demo + geo
- High scale availability
- Avg CTR: 0.20%
- High Impact Options

When crops are up, bring waterhemp down.

Learn More »

BAYER

Find the pre-emergent herbicide that fits your field.

Zidua SC
Herbicide

Outlook
Herbicide

Verdict
Powered by Mixon Herbicide

Learn more

BASF
In case chemistry

NATIVE

- You choose the demo + geo
- High scale availability
- Avg CTR: 0.15%

sponsored by Valent U.S.A.

Combat Tough Tree Nut Diseases with Proven, Broad Spectrum Quash Fungicide

Combat Alternaria, Rust, Scab, Botrytis, Botryosphaeria & more in tree nuts with the proven, broad spectrum performance of Quash Fungicide.

Learn More

FIRST-PARTY PROGRAMMATIC VIDEO

- You choose the demo + geo
- High scale availability
- Avg CTR: 0.31%
- Avg VCR: 60%



FIRST-PARTY PROGRAMMATIC CTV



- You choose the demo + geo
- High efficiency TV spend–reach known farmers
- Non-skippable, brand safe, measurable
 - High VCR - 98%+
- Access inventory from content distributors (Hulu, Sling TV, DirecTV, etc.) and content owners (CBS, VIACOM, etc.), in addition to live event

FIRST-PARTY PROGRAMMATIC **AUDIO**




- You choose the demo + geo
- Farmers still trust their local broadcaster, but you can extend your content further
- Non-skippable, brand safe, measurable
- i.e. Spotify, iHeart (Pandora available as well)

HIGH IMPACT DISPLAY: Demo-targeted and/or On-site REVEAL UNIT

The new name
for weed control
in wheat.

WideARmatch™
Arylex™ active
HERBICIDE

 **CORTEVA™**

Take control >

☰ Crops Livestock Weather Technology Markets Opinion **Marketplace** 🔍 🔔 Sign Up Log In

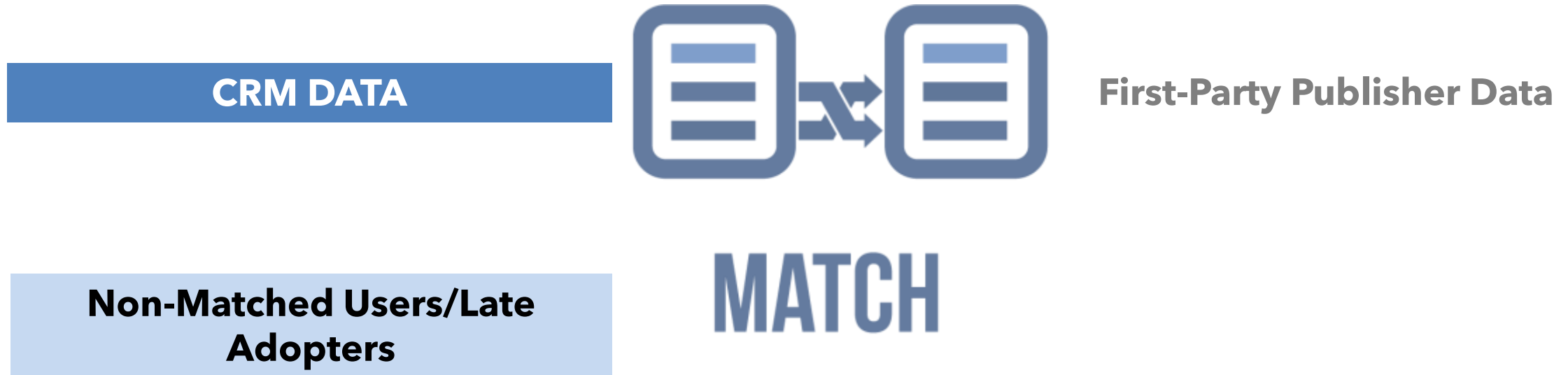
Ag|UPDATE ☁️ 27°
Cloudy
Wednesday, March 24, 2021

Click-trackers accepted, but not 3rd party tags.



**OUR + YOUR
DATA + DATA**

LEVERAGE OUR ENGAGED FIRST-PARTY AUDIENCE ALONE, OR MATCH WITH SEGMENTS OF YOUR DATA.



ADDITIONAL VALUE OPPORTUNITIES INCLUDE BRAND LIFT STUDIES, AUDIENCE INSIGHT REPORTS, CONVERSION TRACKING AND MORE.

JLF DIGITAL AG NETWORK

(site-direct)

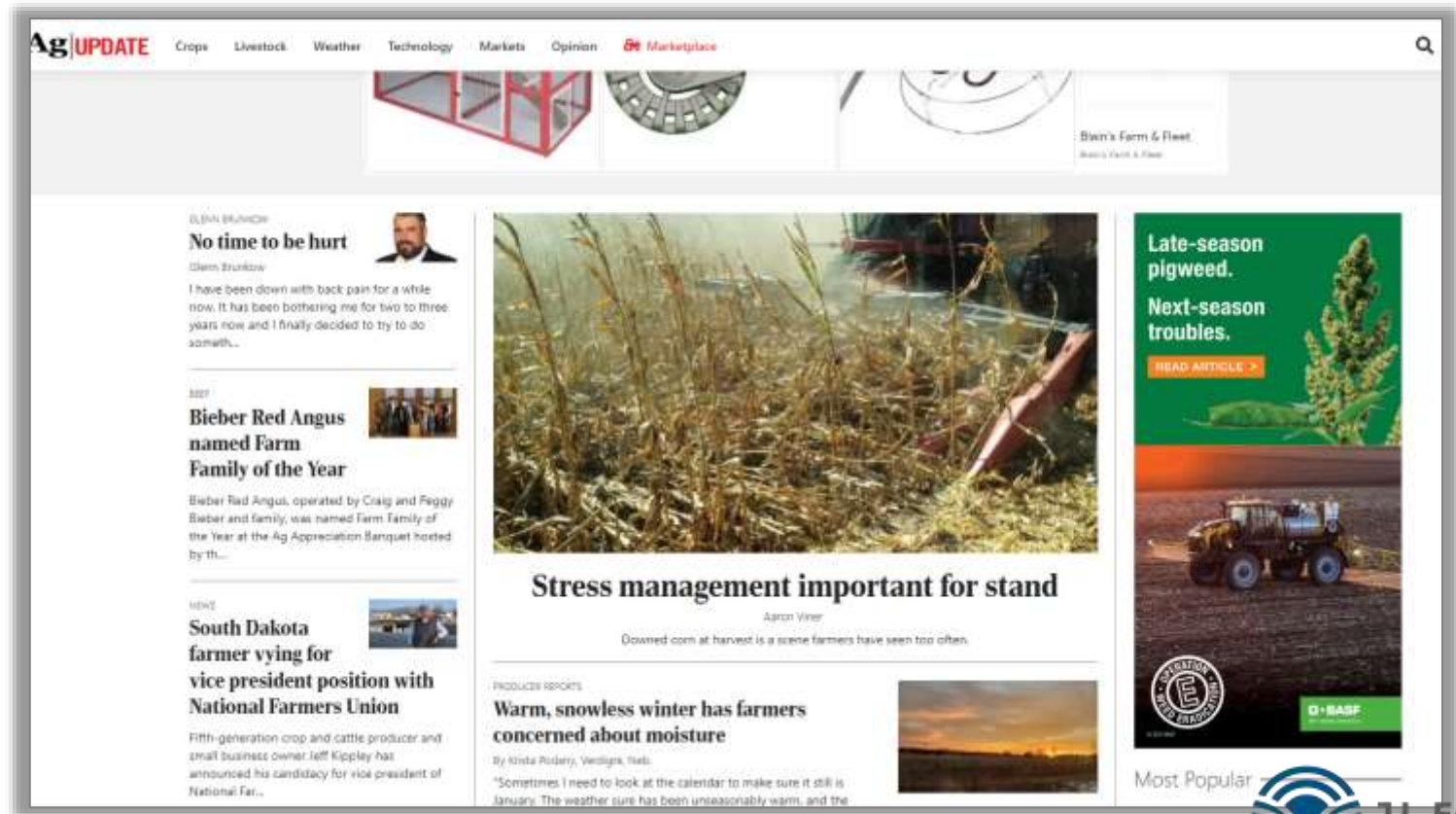
Premium, **local content** that farmers trust.

DISPLAY

- ✓ Private network of 20+ local news sites.
- ✓ Standard IAB and third-party tags accepted.
- ✓ High impact units available.

E-NEWS

- ✓ More than 15 newsletters with a total circulation of 100K+.
- ✓ Standard banner units alongside daily local content.
- ✓ Customization available.



J.L. FARMAKIS, INC.
LOCAL MEDIA THAT MOVES FARMERS

Endemic Web Examples Display + Sponsored Content

The screenshot shows the AgNet West Radio Network website. At the top, there is a navigation bar with links for NEWS, ABOUT ADNET WEST, AGNET NEWS HOUR, ADVERTISE, and UPCOMING. Below the navigation is a search bar and a large featured article titled "AgNet News HOUR" for Thursday, 03-16-23. To the right of the main article is a sidebar with several sponsored and news items: "FROM PRE-EMERGENCE TO POST-EMERGENCE" with a "MISSION" logo, "FREE eNews!" from FELS, and "Get effective Peach Twig Borer control during almond bloom" featuring DiPel DF. At the bottom of the sidebar is a "Water News" section with several small article thumbnails.

The screenshot shows the Capital Press website. The top navigation bar includes "Home", "Nation & World", "Ag Sector", "Opinion", "Special Sections", "eEdition", "Standards", "Mobile App", "Calendar", "Green's Guide", and "Subscribe Now". A prominent advertisement for "MX5400" tractors is displayed, featuring the website "www.plattequipment.com" and the Kubota logo. Below the ad are social media icons and a "LATEST NEWS" section with headlines such as "SUPPLY CHAIN PROBLEMS, HIGH PRICES LINGER" and "Editorial: Carbon credit auction will increase energy costs soon".

The screenshot shows the Specialty Crop Industry website. The top navigation bar includes "HOME", "ABOUT US", "ADVERTISE", and "SUBSCRIBE". The main content area features several news articles with images: "OTHERS CAN HOLD AN ADULT MALE GORILLA.", "UPLEAS ALL IN For Citrus Producers", and "Specialty Crop Growers Look to Take on Sticky Climate Challenges". A "Latest" sidebar on the right lists more articles, including "Sen. Claitor Working to Strengthen Georgia's Fast-Growing Citrus Industry", "Federal Air-to-Market Access Prompts Visit to Florida Motor Firm's to Plant Early", "Plant Peas Too Early, Not Late", and "AFST's Dwight H. CA Becomes More Difficult to Weather Over Time". At the bottom, there is a section titled "Making Sense of Biologicals".

Endemic e-News Examples

RED RIVER FARM NETWORK
FARMNETNEWS
A Weekly Update from the Red River Farm Network
Monday, March 13, 2023

Unlock 5-15 more bushels per acre.

Commodity Classic is History for Another Year This show has a lot of moving parts with specific events for soybean, corn, wheat and sugarcane growers and the Association of Equipment Manufacturers. This meeting is so much more than the technology in the trade show or a speech by a political leader. Commodity Classic is about people and relationships. For the Red River Farm Network, it is an opportunity to reconnect with our farm broadcasting colleagues, area farmers and industry leaders. Those memories last a lifetime.

Yloak: Farmers Need New Revenue Streams — The last two years were the best farm income years in the history of the United States. Despite those records, Agriculture Secretary Tom Vilsack told the Commodity Classic audience nearly 50 percent of farmers lost money. Another nearly 40 percent of those farmers made the majority of their income from off-farm income. Historically, the government has looked at ways to reduce farm input costs and increase trade. Vilsack said USDA needs to do more. "The way to do that is to focus on additional income streams or market opportunities for producers, taking that same farmstead and instead of just relying on commodity sales, livestock sales or government payments, creating these, four or five different profit centers on that farm." The added value of climate smart commodities was cited as an example. USDA received over 1,000 applications for the \$1 billion climate-smart commodities program. A total of 342 projects were funded impacting over 90,000 farmers and 25 million acres. Two of those agreements were signed at Commodity Classic.

Circ: 6,800

Michigan Farm News
No farming community? View Online
An official publisher of Michigan Farm Bureau
March 16, 2023

Bipartisan 'Consumer and Fuel Retailer Choice Act' seeks immediate year-round E15 sales

[Weather](#) [Markets](#) [Closing Bids](#)

AgriGold expands Field GX hybrid classifications and recommendations

FIGHT BACK AND GET MORE
Unlock 5-15 more

Circ: 15,500

AgAlert
The Weekly Newspaper for California Agriculture
March 15, 2023
SPECIAL REPORTS
Egg Crops, Vegetables

ARMYWORM CONTROL. SIMPLIFIED. [Learn More](#)

Colorado River crisis tests a proud region

Colorado River crisis tests a proud region

Three seed agriculture regions, the Imperial Valley — with the San Joaquin groundwater depends on a single source of water: the Colorado River. "That's our lifeline," said Tim Dwyer, water manager for the Imperial Irrigation District. "Now, that lifeline may be threatened as competing interests battle over supplies from the depleted river and federal officials threaten to intervene. Despite existing water-use rights, which give them priority in times of scarcity, Imperial Valley growers face an uncertain future." [Read More](#)

Grow better quality almonds. **ACADIAN**
Grow with confidence. Grow with Acadian. [Learn More](#)
7.5th larger almonds.

Circ: 18,000

Capital Press
NATIONAL ASSOCIATION OF FOOD & FIBER
[SUBSCRIBE](#) | [PUZZLES & GAMES](#) | [CLASSIFIEDS](#) | [EVENTS](#) | [CONTACT US](#)

Washington farmer's year as NAWG president ending

Nicole Berg's year as president of the National Association of Wheat Growers will end at the Commodity Classic this month when Brent Cheyne of Klamath Falls, Ore., assumes the top NAWG office. She offered her thoughts on the experience. [Read More](#)

Half of California freed from drought thanks to rain, snow

Tremendous rains and snowfall since late last year have freed half of California from drought. U.S. Drought Monitor data released Thursday show that moderate or severe drought covers about 40% of the state, nearly 17% of the state is free of drought or a condition described as abnormally dry. [Read more](#)

AN AMERICAN STATE
Grower Earnings Surge **GO!**

Circ: 10,000