

DIGITAL ADVERTISING

Powered by  **AMPLIFIED** digital



EMAIL MARKETING

Reach a specific, predefined audience of people that you want to reach in their inbox.



SEARCH ENGINE MARKETING & OPTIMIZATION

Our team researches the most relevant keywords that apply to your brand, products and services, and monitors these keywords to optimize your search performance.



TARGETED DISPLAY / AUDIENCE EXTENSION

Our team builds a campaign based on your goals, and we run that campaign on websites including and beyond LeeAgriMedia.com.



SOCIAL MEDIA & REPUTATION MANAGEMENT

Help create an effective presence, generate engagement and stay on top of what is being said about your business online.



WEB DESIGN & DEVELOPMENT

Every website we build is setup with either state of the art hosting, or hosting and maintenance, where we offer ongoing changes to help keep your website fresh.



NATIVE ADVERTISING

This is created for paid promotion on a media site, and includes editorial content such as a blog post or infographic.



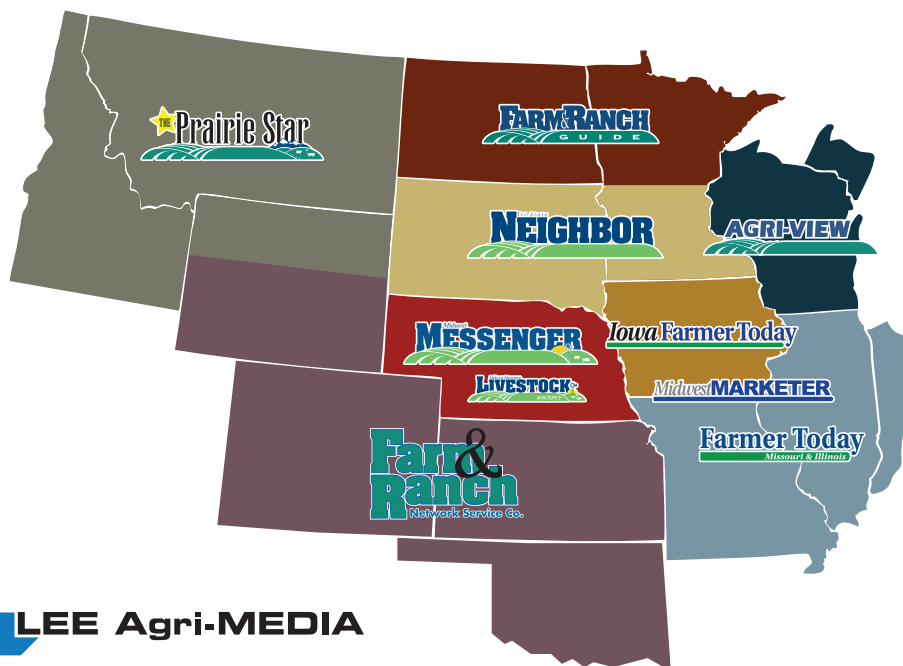
DIGITAL CONNECT

Align your print advertising with your digital strategy by converting your existing print ads into powerful digital content, creating a better digital presence.



STREAMING TV

Reach people and devices with several types of video targeting, including Programmatic Audience Targeted Video, YouTube TrueView, and Connected TV.



TURNKEY VIDEO

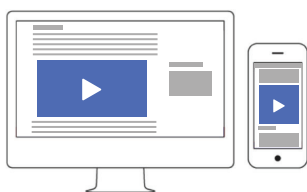
VIDEO ADVERTISING

VIDEOS SPARK INTEREST IN A SHORT AMOUNT OF TIME

- Promote your product or service using stock & real video and imagery.
- Educate consumers about your products or services.
- Provide a "behind the scenes" view of how your product or service works.

Video Ads - \$30/eCPM

(Average CTR 0.17%)
*ROS



Desktop and Mobile
640x480y or 400x300y Pixels

- 15-30 seconds
- Max file size: 512 MB
- File format: mp4
- High Impact Ad Slot: Standard

In-Banner Video

Our newly converted In-Banner Video ad units allow us to import a video hosted via YouTube, and overlay onto a standard, static ad unit. It also allows us to leverage our existing static ad inventory for additional video impressions at a higher price point.

BILLBOARD

970x250px ad creation.
Desktop version.



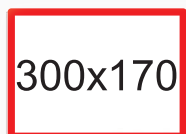
445x250



\$25/eCPM

MEDIUM RECTANGLE

300x250px ad creation.
Mobile version.



HIGH IMPACT REVEAL

1920x350px
static ad
creation.
Desktop only.

1344x350

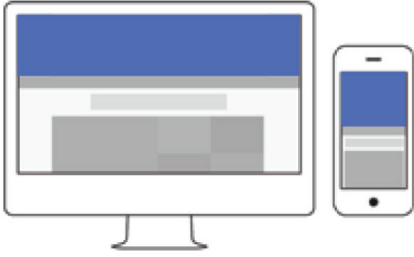


\$35/eCPM

Did you know:

- Viewers **retain 95% of a message** when they watch it in a video.
- Adding a product video on your landing page can **increase conversions by 80%.**
- 75 Million people in the U.S. **watch online videos every day.**
- In 2020, internet **video traffic will account for 80% of all consumer Internet traffic.**

HIGH IMPACT BUNDLE - \$35/ECPM



REVEAL

(Average CTR 0.82%)
*HOMEPAGE, SECTION FRONTS

Desktop

1920x350 Pixels

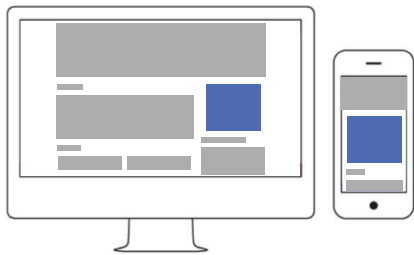
- Animated or static
- Max file size: 1 MB
- File Format: jpg, png, gif
- High Impact Ad Slot: Reveal (2x1)

Mobile

800x250 Pixels

- Static
- Max file size: 1 MB
- File Format: jpg, png, gif

STANDARD BUNDLE - \$14/ECPM



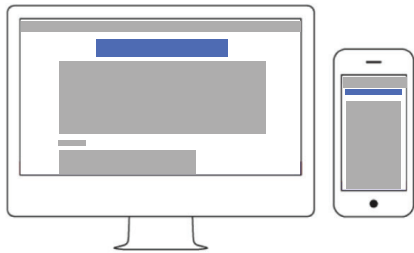
MEDIUM RECTANGLE

(Average CTR 0.04%)
*ROS

Desktop & Mobile

300x250 Pixels

- Animated or static
- Max file size: 1 MB
- File format: jpg, png, gif, html5
- High Impact Ad Slot: Standard



LEADERBOARD

(Average CTR 0.09%)
*ROS

Desktop

728x90 Pixels

- Animated or static
- Max file size: 1 MB
- File format: jpg, png, gif, html5
- High Impact Ad Slot: Standard

Mobile

320x50 Pixels

- Animated or Static
- Max file size: 1 MB
- File format: jpg, png, gif, html5



BILLBOARD

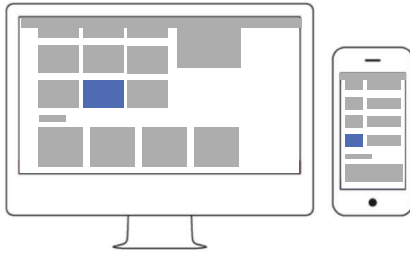
(Average CTR 0.46%)
*ROS

Desktop

970x250 Pixels

- Animated or static
- Max file size: 1 MB
- File format: jpg, png, gif, html5
- High Impact Ad Slot: Standard

UNIQUE SPACES



NATIVE AD UNIT - \$12/eCPM

(Average CTR 0.36%)
*HOMEPAGE ONLY

Associate Headline

80 Character Limit

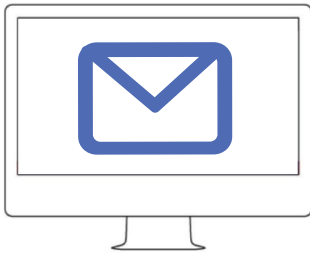
Grid Image - 800x450

(16:9 ratio)

- Static
- Max file size: 1 MB
- File Format: jpg, png, gif
- High Impact Ad Slot: Native (3x1)

Native Article (Optional)

- Static
- File Format: html



TARGETED EMAIL - \$50/eCPM

Creative included

600x1000 (max) Pixels

- Static
- Max file size: 200k
- File format: jpg, png, gif, html
- Geographic and demo targeting available

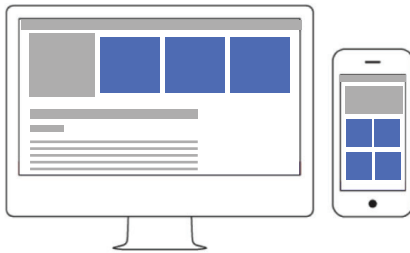


EMAIL NEWSLETTERS

300x250, 728x90 pixels

- Weekly newsletters targeting every LAM publication as well as several daily headline and commodity newsletters. All available with ad space.
- Static
- File format: jpg, png

PREMIUM ADD-ONS



SHOPPABLE DISPLAY - ADDITIONAL \$5/eCPM

Creative included

Available for High Impact Reveal and Standard Bundle

728x90, 970x250, 320x50, 300x250 pixels

- Animated
- Dynamic ads displaying inventory available from clients website
- Geographic and audience targeting available

FIRST PARTY AGRICULTURAL DATA TARGETING - ADDITIONAL \$5/eCPM

Target USDA verified farmers based on the crops or live-stock they raise.

Dayparting & Standard Targeting available for an additional \$3 CPM

DIGITAL RATES: New Build
Static \$25
Rich Media \$50 per hour

