

Who Is TheFutureOfTheAmericanFarmer.com?

Our goal is to become the largest online voice for the farming industry online. We are “Bringing Farmers To The Forefront!” With over 100,000+ farmers and counting, TheFutureOfTheAmericanFarmer brings the voice of the American farmer to the forefront with regards to Industry policies, industry trends and product advancements.

TheFutureOfTheAmericanFarmer.com is enhanced by F.A.R.M. (Farm, Agricultural, Rural, Masterfile), one of the largest, most comprehensive agricultural file on the market, filled with generations of farm and ranch owner/operators, owners and decision makers in companies that support the agricultural industry and families that are the heartland of Rural America.

These owner/operators of farms and ranches not only run a farm, they run a business and are great prospects for all business related products and services, farm and safety equipment, pesticides, transportation services, insurance, PC supplies as well as general consumer merchandise for their families.



Advertising Options

- Dedicated Emails
- Newsletter Sponsorships
- Poll Questions & Sponsorship
- Lead Generation
- Custom Audiences
- Facebook Advertising

DEMOGRAPHICS

Age, Gender, Income, Marital Status, Number of Children in Household

LIFESTYLE INTERESTS

Catalog Buyers, Hobbies, Pets, Donors, Do it Yourself

FIRMOGRAPHICS

Years in Business, Sales Volume, Number of Employees, SIC / NAICS Codes

FARMOGRAPHICS

Farm Owners / Operators, Farm Size, Farm Type (Farm, Orchard, Vineyard), Crop Size / Type of Crop (Including specialties like Citrus, Almonds, etc.), Number of Livestock / Type of Livestock (Cattle, Hogs, Chickens, etc.)

Dedicated Emails

List Details

List Size: 120,000

Average Open Rates: 8-11%

Average Click Rates: 1-2%

Selections Available:

DEMOGRAPHICS

Age, Gender, Income, Marital Status,
Number of Children in Household

LIFESTYLE INTERESTS

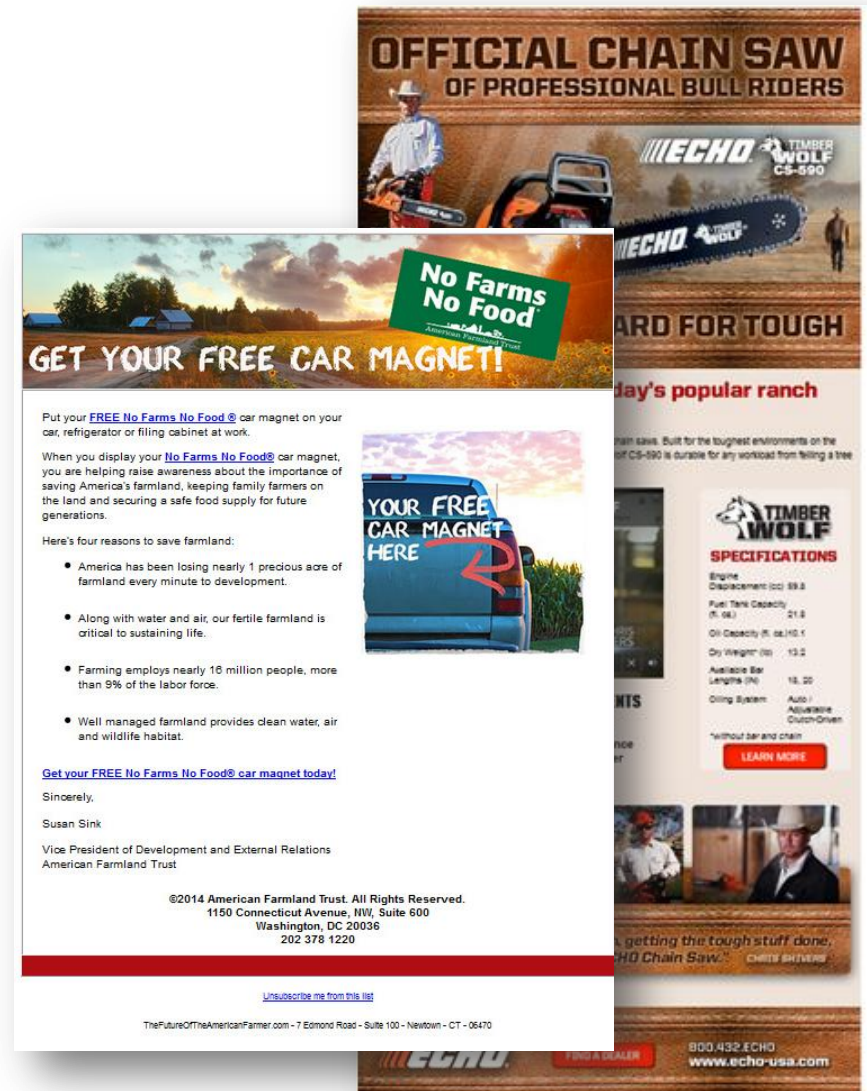
Catalog Buyers, Hobbies, Pets,
Donors, Do it Yourself

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(Farm, Orchard, Vineyard), Crop Size / Type of Crop
(Including specialties like Citrus, Almonds, etc.), Number of
Livestock / Type of Livestock (Cattle, Hogs, Chickens, etc.)



Newsletter Sponsorships

Farmer's Voice: 2 Issues Per Month
Subscriber Size: 75,000
Average Open Rates: 7% - 10%
Average Click Rates: 1-2%
 (Click rates vary on ad position)

Featured Article:

Headline: 65 Characters

Body: 250 Characters

Text Ad:

Headline: 65 Characters

Body: 250 Characters

Top Right Sponsorship:

250 x 250 Image or 250 Characters

Bottom Sponsorship:

350 x 90 Image or 250 Characters

Bottom Right Sponsorship:

250 x 250 Image or 90 Characters

**Ask About
Package Pricing!**

The diagram illustrates the layout of the 'Farmer's Voice' newsletter for January 2015. It features the 'The Future of the American Farmer' logo and title. The layout includes several sections with callouts for sponsorship opportunities:

- Article 1:** A callout points to the first article, indicating a space for a sponsor's email content and images.
- Latest Poll Results:** A callout points to the 'Latest Poll Results' section, indicating a space for a sponsor's brief description about their company.
- Sponsored Image 250x250:** A callout points to a large gray box labeled 'Sponsored Image 250x250'.
- Article 2:** A callout points to the second article, indicating a space for a sponsor's email content and images.
- Sponsored Image 350x90:** A callout points to a gray box labeled 'Sponsored Image 350x90'.
- Auctions, Classified Ads & Equipment Marketplace:** A callout points to a section labeled 'Auctions, Classified Ads & Equipment Marketplace'.
- Sponsored Image 250x90:** A callout points to a gray box labeled 'Sponsored Image 250x90'.

At the bottom of the newsletter, there is a footer with a disclaimer: 'This message was intended for '%emailaddress%' You have received this message because you are subscribed to TheFutureOfTheAmericanFarmer.com' and an 'Unsubscribe' link.

The screenshot shows the actual content of the 'Farmer's Voice' newsletter for January 2015. It includes the following sections:

- From The Windfall:** A feature by Garcia Zarley Taylor discussing the challenges of American agriculture.
- Latest Poll Results:** A section showing poll results for 'IRS Scanner: Were emails destroyed deliberately?' with options 'Yes or No?' and 'No Sure - 20%'.
- GET RID OF UNDESIRABLE PESTICIDES:** A section with a graphic and text about safe, simple, and fast pest control.
- Auctions, Classified Ads & Equipment Marketplace:** A section with a graphic showing '0% FINANCING 24%' and a 'CLICK TO LEARN MORE' button.

The newsletter also includes a footer with contact information for 'TheFutureOfTheAmericanFarmer.com' and a disclaimer.

Poll Sponsorships

Sponsor Farmer's Voice Poll

Poll Email Sponsorship:

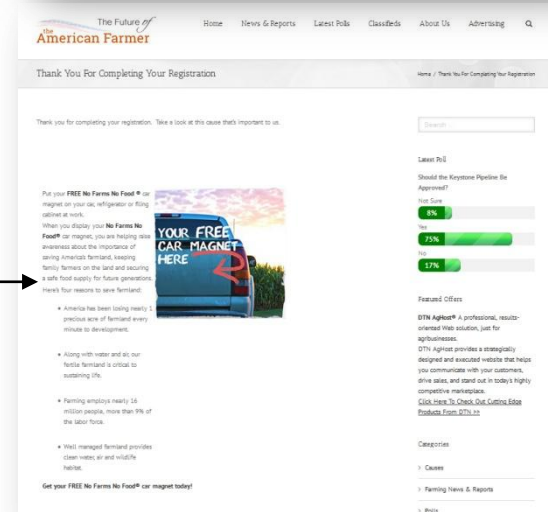
500 x 90 px Image or 250 Characters



Thank You Page Sponsorship:

Flat Rate Pricing Based on Poll Volume

500 x 90 px Image or 250 Characters



Lead Generation

We can help you build your email list of farmers through our lead generation program by placing your subscription form on TheFutureOfTheAmericanFarmer.com and within our advertising network that will automatically generate new email subscribers that belong to our farming community. You Only Pay When They Subscribe!

Where will you display my Offer?

We will display your offer on TheFutureOfTheAmericanFarmer.com and on websites and mobile apps where members of our farming community visit.

How do I get my leads?

We transmit your new email leads directly into your email marketing system. This makes it easy for you to start emailing new subscribers right away.

How much does it cost?

You pay only for the leads you generate. Price per lead is determined by the volume of leads you are looking for and the number of data fields you need to collect.

Build Your Email List Of Farmer's Today!

The screenshot shows the 'Thank You For Voting' page on TheFutureOfTheAmericanFarmer.com. The page features a navigation bar at the top with links to Home, News & Reports, Latest Polls, Classifieds, About Us, and Advertising. Below the navigation bar, the page title is 'Thank You For Voting'. The main content area is titled 'Please check out these Bonus Subscriptions.' and contains five offers, each with a 'Yes' or 'No' radio button and a 'SUBMIT' button. The offers are:

- #1 Source for 1000's of Legitimate Home Jobs & Free Resources.** Join AccessHomeJobs for FREE and be a part of our exclusive Work-at-Home community. We have 1000's of pre-screened, legitimate and real home jobs available updated daily. Watch for a confirmation email and download your Free e-Book, "How to Maximize Your Earnings Online". [privacy policy](#) [data use policy](#)
- Sign up for Brad's Exclusive Daily Deals.** Brad's Deals - Exclusive Deals & Freebies delivered directly to you. Huge savings on top brands, up to 80% off over 4,000 merchants. The web's top 25 deals of the day delivered directly to your inbox. [privacy policy](#) [data use policy](#)
- Get great daily deals on ebooks and enter our monthly giveaway of \$1,000 in Amazon gift cards!** The Fusay Librarian sends you deals on great ebooks. Choose from 40 categories and use our content preferences. Plus, every day you buy an ebook, you're automatically entered to win one of ten \$100 Amazon gift cards. [privacy policy](#) [data use policy](#)
- Medical Billing Career Training - Accepting Applications Now.** Applications are being accepted now for Medical Billing & Coding Career Training. Become an important member of the healthcare industry. Earn your Medical Billing & Coding certification 100% online. Scholarships, grants and tuition assistance are available. Find out how much money you qualify for. Click YES and look for the email: "Healthcare Career Training Application". [privacy policy](#) [data use policy](#)
- GET CASH FOR YOUR STRUCTURED SETTLEMENT PAYMENTS.** J.G. Wentworth can purchase your periodic payments. You can get your cash in one lump sum, NOW! They've helped thousands of people convert their future payment streams into a lump sum of money. [privacy policy](#) [data use policy](#)

At the bottom of the form are two buttons: 'SUBMIT' and 'SKIP'.

On the right side of the page, there is a 'Latest Poll' section titled 'Should the Keystone Pipeline Be Approved?'. It shows a progress bar with 'Yes' at 75% and 'No' at 17%. Below this is a 'Featured Offers' section with a link to 'DTN Aglist® A professional, results-oriented Web solution, just for agribusinesses. DTN Aglist® provides a strategically designed and executed website that helps you communicate with your customers, drive sales, and stand out in today's highly competitive marketplace. [Click Here To Check Out Cutting Edge Products From DTN >>](#)'. At the bottom right, there is a 'Categories' section with links to 'Causes', 'Farming News & Reports', 'Polls', and 'Survey'.