



# 2022 Media Kit

*"Let us connect you to the policy world & the key influencers across food & agriculture who connect with us, multiple times daily!"*

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## Audience Engagement Opportunities

- In-person presentations
- Webinars
- Open Mic
- Social media
- Cover wraps
- Banner ads
- Group subscriptions
- Videos/Agri-Pulse TV
- Future Ag Leaders
- Content licensing
- Conferences



**Sara Wyant**  
President

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## *Thank You...*

...for your interest in Agri-Pulse Communications, Inc., the most trusted and leading source for agriculture and rural policy news and analysis.

I've had a keen interest in agricultural policy going back to my days growing up on the farm in Iowa when my dad would invite our congressman over for dinner and dialogue. I continued to be engaged in covering farm policy issues throughout my career as a journalist.

Launched in 2004, today, **"Agri-Pulse is the largest, most experienced ag policy news bureau, with offices in Washington, D.C., and Sacramento, CA."** We reach the ag policy opinion leaders, key influencers and marketing executives across the U.S. and around the world who impact ag & food policy.

We hope you will also become a fan of our coverage and choose to use one of our products to help your organization communicate with Capitol Hill, government agencies, agribusiness executives, financial institutions, or the leadership of the top farm and commodity organizations.

[Please feel free to contact me or any of our staff members.](#)

Sincerely,

A handwritten signature in black ink that reads "Sara R. Wyant".



# Who We Are...

## Ag, Food & Rural Opinion Leaders

- Federal legislators & staff involved in agriculture, food & energy
- Governors and State Ag Department staff in all 50 States
- “C-Suite” & ag policy-minded executives in agri-business, farm retail/co-ops, energy & food industries
- Farmer leaders & staff serving farm commodity, marketing, promotion & trade organizations
- Ag, Food & Rural policy influencers across the U.S.

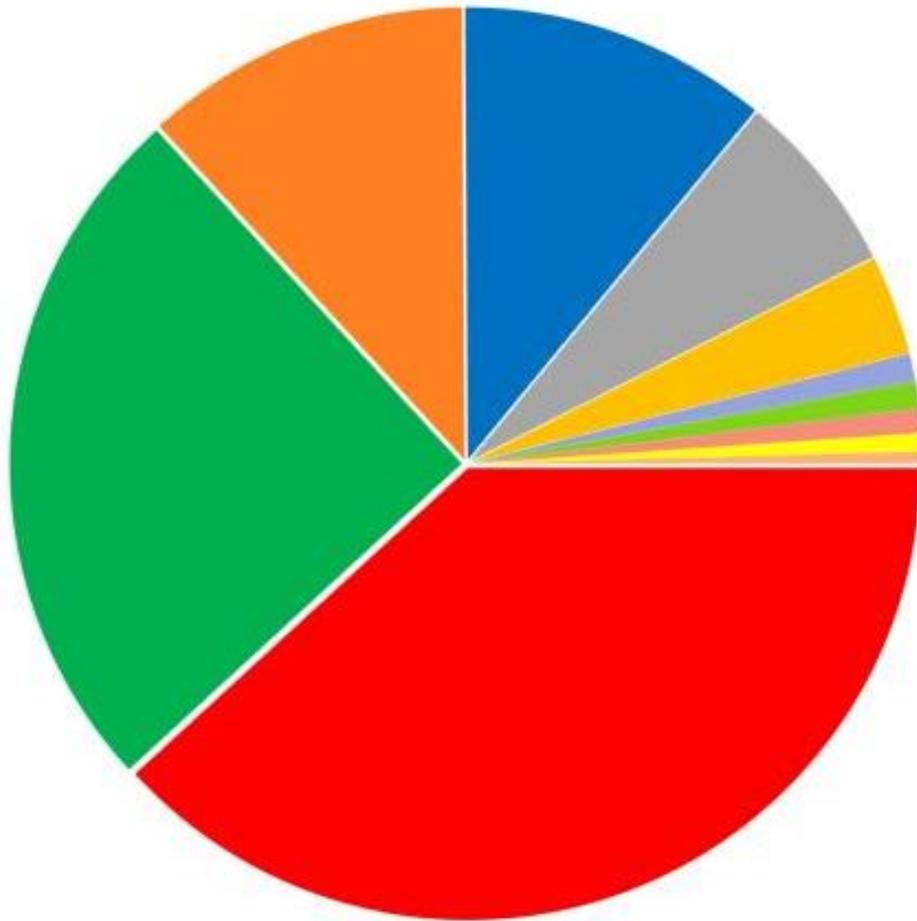
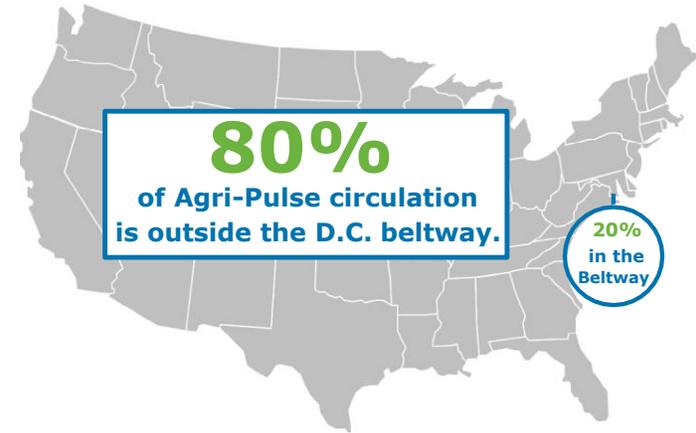
# What We Do...

- Cover all policy aspects of the food, fuel, feed & fiber industries
- Inform our readers about ag policy decisions made in Washington D.C., Sacramento, CA and across the U.S. that impact their productivity, their businesses and their *bottom line!*
- Agri-Pulse is the largest, most experienced news bureau in the U.S. dedicated 100% to covering ag & food policy issues



# Subscriber Profile

Reaching more than 10,000 influencers!



- Agribusiness
- Congress
- Farm Commodity Industry Organizations
- Farmer Leaders
- Federal & State Government
- Consultants/Lobbyist
- Academics
- Agri-Food
- Environmental/Conservation Organizations
- Youth
- Media

# Agri/Pulse Newsletter

The most trusted & reliable source for in-depth ag & food policy news & analysis

**Agri/Pulse Newsletter**

Greetings,

Happy Wednesday, where we are watching congressional Democrats navigate a newer version of their \$3.5 trillion Build Back Better package – trying to figure out what gets scaled back or eliminated. Senate Ag Committee Chairman Debbie Stabenow assured us that the bill would still “have something meaningful” when it comes to addressing climate-smart agriculture and forestry, even as the spending range now looks more like \$1.9 trillion to \$2.2 trillion.

In this week’s newsletter, we look at how funding from the Commodity Credit Corporation is increasingly being used to carry out policy priorities for this administration (and the last one, too). Philip Brasher talked to several insiders about how goals have changed over time and what key lawmakers are saying about how the CCC is being used.

For those of you interested in sustainability, especially as it relates to soybeans, I hope you’ll join us for a free webinar Thursday at 11 a.m. central time. You’ll hear from soy leaders representing the United Soybean Board, American Soybean Association and U.S. Soybean Export Council about how U.S. growers are responding to new expectations from international customers and what it might mean for future export opportunities. [You can register by clicking here.](#)

Best regards,  
Sara Wyant  
Editor/Publisher  
Agri-Pulse Communications, Inc.  
[Sara@Agri-Pulse.com](mailto:Sara@Agri-Pulse.com)  
Follow Us: [Twitter](#); [Like Us](#); [Facebook](#);  
[Agri-Pulse – Balanced Reporting, Trusted Insights.](#)

**Agri/Pulse**  
Balanced Reporting. Trusted Insights.

October 06, 2021 | Volume 17, Number 38  
[Click here to read the full edition as a PDF](#)

**USDA’s CCC takes on big role as presidents look to fund priorities**  
Successive presidents have ramped up use of a Depression-era tool, USDA’s Commodity Credit Corp., to pour billions of dollars into their policy priorities with limited input from Congress. Republicans, who handcuffed Ag Secretary Tom Vilsack’s use of the CCC for years, are less resistant now.

**‘Middle ground’ on WOTUS elusive if not impossible**  
EPA Administrator Michael Regan has said repeatedly he wants to craft a “durable” definition of “waters of the United States” in the Clean Water Act – one informed by Supreme Court precedent and input from a variety of stakeholders.

**USDA bets big on OIE to help protect US pork trade amid ASF fears**  
The U.S. is counting on an expensive campaign to protect nearby territories from African swine fever as well as international respect for the World Organization for Animal Health to protect American pork production and exports.

**Virtual fencing allows producers flexibility for cattle grazing**  
It can be costly and time-consuming for ranchers to keep their cattle inside the pasture using just traditional and electric fencing, but researchers are looking into a possible virtual solution.

Distributed each week coast to coast to 10,000+ key influencers

## Subscription includes:

- Weekly newsletter
- Daily Harvest
- Instant Updates
- Daybreak
- DriveTime
- Full website access
- Discounts on admission to Agri-Pulse events

## Group Subscription Pricing at Substantial Discounts

Subscriptions	Price	Price/Sub
1	\$777	
5	\$2,507	\$501.40
10	\$4,417	\$441.70
15	\$6,447	\$429.80
20	\$8,347	\$417.35
25	\$10,127	\$405.08
30	\$11,727	\$390.90
50	\$17,287	\$345.74
100	\$29,647	\$296.47
200	\$51,797	\$258.96
200+	Quote Available	



## Cover Wraps

A group of fifty or more subscriptions qualifies for a cover wrap promotional page, delivered each week at the top of the Agri-Pulse e-newsletter to that organization’s sponsored subscribers. No additional charge!

**Agri/Pulse Newsletter**

Bacon + TPA = U.S. obs

Nearly 30% of the pork produced in America is exported, supporting 147,000 U.S. jobs, because of free trade agreements. Free trade doesn't happen without Trade Promotion Authority (TPA). It's time for Congress to put petty politics aside and renew TPA. It's an economic issue, not a partisan one.

For more information, go to [www.uspc.org/news/International-Trade](http://www.uspc.org/news/International-Trade)

# Agri Pulse® NEWSMAKERS

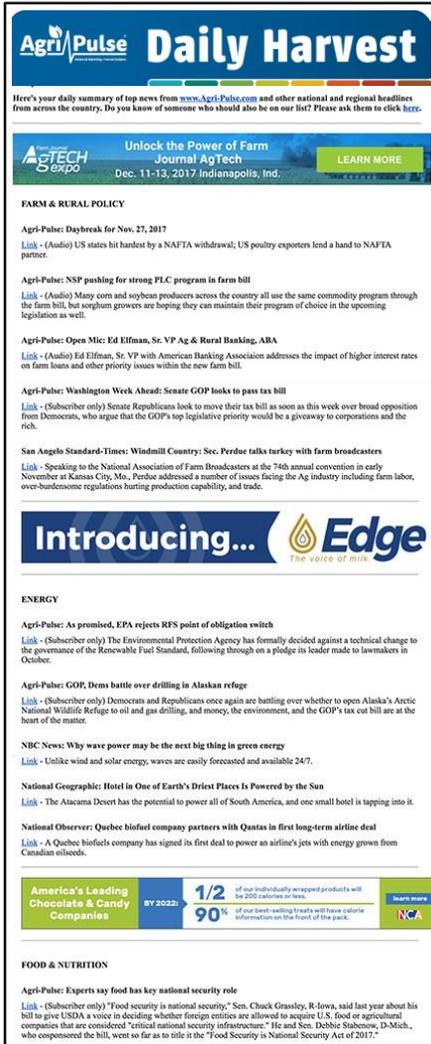


- Launched in February 2022, presented weekly each Friday
- A 30-minute video/podcast news show created to reach a broader audience-base and engage lawmakers and key influencers on the hottest political topics each week
- Agri-Pulse Newsmakers will feature members of Congress, federal and state officials, farmers, ag and food commodity groups and roundtable panelists for debates and discussions
- Commercial sponsorships available in :30 or :15 formats
- Will appear on Agri-Pulse.com (averaging 95K visitors monthly), YouTube, Google Play, iTunes, & additional sponsor channels

# Agri-Pulse West

- 3,000+ CAPCA members, 300+ Western Growers Assn. & more
- Editorial & sales staff based in Sacramento, dedicated to California & western U.S. agriculture
- Weekly newsletter, Daybreak, Daily Harvest, & Instant Updates focused on western ag & food policy issues
- A special [“West” tab](#) is included on [www.Agri-Pulse.com](http://www.Agri-Pulse.com)
- Group & individual subscriptions available
- Annual Agri-Pulse WEST Food & Ag Issues Summit...Sacramento, CA
- Contact - Danielle Brinkmann, Western Sales Associate: [danielle@agri-pulse.com](mailto:danielle@agri-pulse.com)





**AgriPulse Daily Harvest**

Here's your daily summary of top news from [www.AgriPulse.com](http://www.AgriPulse.com) and other national and regional headlines from across the country. Do you know of someone who should also be on our list? Please ask them to click [here](#).

**Unlock the Power of Farm Journal AgTech**  
Dec. 11-13, 2017 Indianapolis, Ind. [LEARN MORE](#)

**FARM & RURAL POLICY**

**AgriPulse: Daybreak for Nov. 27, 2017**  
[Link](#) - (Audio) US states hit hardest by a NAFTA withdrawal; US poultry exporters lend a hand to NAFTA partner.

**AgriPulse: NSP pushing for strong PLC program in farm bill**  
[Link](#) - (Audio) Many corn and soybean producers across the country all use the same commodity program through the farm bill, but sorghum growers are hoping they can maintain their program of choice in the upcoming legislation as well.

**AgriPulse: Open Mic: Ed Eifman, Sr. VP Ag & Rural Banking, ABA**  
[Link](#) - (Audio) Ed Eifman, Sr. VP with American Banking Association addresses the impact of higher interest rates on farm loans and other priority issues within the new farm bill.

**AgriPulse: Washington Week Ahead: Senate GOP looks to pass tax bill**  
[Link](#) - (Subscriber only) Senate Republicans look to move their tax bill as soon as this week over broad opposition from Democrats, who argue that the GOP's top legislative priority would be a giveaway to corporations and the rich.

**San Angelo Standard-Times: Windmill Country: Sec. Perdue talks turkey with farm broadcasters**  
[Link](#) - Speaking to the National Association of Farm Broadcasters at the 74th annual convention in early November at Kansas City, Mo., Perdue addressed a number of issues facing the Ag industry including farm labor, over-burdensome regulations hurting production capability, and trade.

**Introducing... Edge**  
The voice of milk

**ENERGY**

**AgriPulse: As promised, EPA rejects RFS point of obligation switch**  
[Link](#) - (Subscriber only) The Environmental Protection Agency has formally decided against a technical change to the governance of the Renewable Fuel Standard, following through on a pledge its leader made to lawmakers in October.

**AgriPulse: GOP, Dems battle over drilling in Alaskan refuge**  
[Link](#) - (Subscriber only) Democrats and Republicans once again are battling over whether to open Alaska's Arctic National Wildlife Refuge to oil and gas drilling, and money, the environment, and the GOP's tax cut bill are at the heart of the matter.

**NBC News: Why wave power may be the next big thing in green energy**  
[Link](#) - Unlike wind and solar energy, waves are easily forecasted and available 24/7.

**National Geographic: Hotel in One of Earth's Driest Places Is Powered by the Sun**  
[Link](#) - The Atacama Desert has the potential to power all of South America, and one small hotel is tapping into it.

**National Observer: Quebec biofuel company partners with Qantas in first long-term airline deal**  
[Link](#) - A Quebec biofuels company has signed its first deal to power an airline's jets with energy grown from Canadian oilseeds.

**America's Leading Chocolate & Candy Companies** **1/2** of our individually wrapped products will be 200 calories or less. **90%** of our best-selling treats will have calorie information on the front of the package. [Learn more](#)

**FOOD & NUTRITION**

**AgriPulse: Experts say food has key national security role**  
[Link](#) - (Subscriber only) "Food security is national security." Sen. Chuck Grassley, R-Iowa, said last year about his bill to give USDA a voice in deciding whether foreign entities are allowed to acquire U.S. food or agricultural companies that are considered "critical national security infrastructure." He and Sen. Debbie Stabenow, D-Mich., who cosponsored the bill, went so far as to title it the "Food Security is National Security Act of 2017."

## Daily email blast of breaking news aggregated from Agri-Pulse & other leading sources

- Distributed by 6:00 a.m. ET Monday – Friday
- Top news regarding farm & rural policy; energy; food & nutrition; trade & international; conservation, environment & wildlife; farm labor & immigration and more.
- Averaging 45-55% open rates

A must-read resource for anyone needing to stay current on the latest ag & food policy news

## Banner Ad Pricing

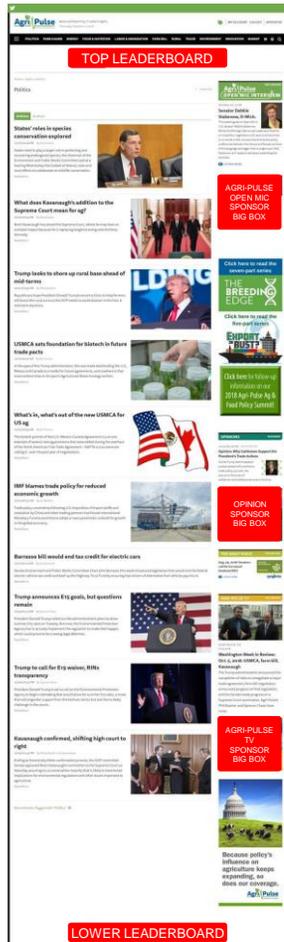
Type	Monthly Price
Leaderboard Banner	\$5,967
West Leaderboard Banner	\$2,937
Daily Harvest Combo*	\$7,927

\*Both regular and West versions included

## Ad Specifications

Initial Dimensions	Ad Unit (w x h in px)	File Types Allowed
Leaderboard	728 x 90	JPG, static GIF, PNG

Multiple sponsorship opportunities to reach this important audience!



# Agri-Pulse.com

Users

1,047,570



Sessions

1,359,632



Pageviews

2,021,134



Avg. Time on Page

00:04:12



\*Data from Google Analytics 1/1/2021 - 12/31/2021

## Monthly Averages:

Users: 87,298  
Pageviews: 168,428



[Click here to view.](#)



[Click here to listen.](#)



## A highly popular early-morning report about the politics, policies & people involved in food & agriculture

- Daily report with both audio and transcript (8-10 minutes) on current events in ag & food policy
- Emailed Monday-Friday to subscribers by 4 a.m. ET
- Daybreak-only subscriptions available
- Sponsor recognition available with each daily email

# Subscriptions	Price per sub	Total cost
1	\$387	\$387
5	\$251.40	\$1,257
10	\$220.70	\$2,207
25	\$202.68	\$5,067
35	\$189.06	\$6,617
50	\$172.94	\$8,647
100	\$148.27	\$14,827
150	\$137.85	\$20,677
200	\$129.49	\$25,897
500	\$66.57	\$33,287

Other quotes available

[Click Here To Listen](#)

### Dems cut back on spending plan

Now that congressional Democrats have to slash their \$3.5 trillion Build Back Better spending plan, the attention is turning to what gets eliminated or cut, and by how much.

Senate Agriculture Committee Chairwoman Debbie Stabenow, D-Mich., declined Tuesday to discuss the possible cuts that could be made in...

# Energy Pulse

Balanced reporting. Trusted insights. **DAILY**

## A morning digest of everything energy!

- Aggregated headlines and links on energy issues from Agri-Pulse and other leading sources
- Emailed early morning daily, Monday – Friday
- Published 48 weeks per year
- Delivered to 750-800 energy legislators on the Hill, & other key influencers
- Each sponsor can add up to 100 names to receive Energy-Pulse Daily

### Banner Ad Pricing

Position	Monthly Price
Top Leaderboard	\$1,100
Center Leaderboard	\$1,100
Lower Leaderboard	\$1,100

### Ad Specifications

Ad Unit	Initial Dimensions (w x h in px)	File Types Allowed
Leaderboard	728 x 90	JPG, static GIF, PNG

The screenshot shows the Energy Pulse Daily newsletter layout. At the top is the logo and tagline. Below is a featured banner for 'FUEL BEYOND' with a 'GET BIOFUEL' button. The main content includes several articles with headlines and links:

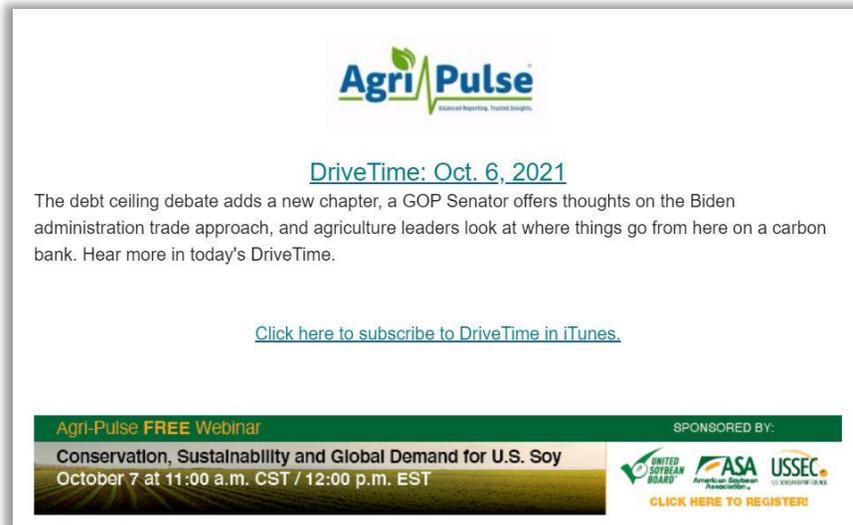
- Biofuels:** Agri-Pulse: White House, EPA pledging RFS commitment. Link - (Audio) The Trump Administration is pledging its support for the Renewable Fuel Standard as the comment period for a controversial proposal under the plan comes to a close.
- Agri-Pulse:** Trump, Pruitt doing RFS outreach to Iowa officials. Link - (Subscriber only) By the end of the week, one would expect EPA Administrator Scott Pruitt to be fluent in pro-RFS Iowa vernacular.
- The Des Moines Register:** Gov. Reynolds: Conversation with Trump on RFS was 'constructive'. Link - Iowa Gov. Kim Reynolds said Wednesday she had a "very constructive" phone call with President Donald Trump about preserving a federal mandate that requires ethanol and biodiesel to be blended into the nation's fuel supply.
- Wind:** Engadget: World's first floating wind farm powers up in Scotland. Link - The blades of five huge turbines have begun spinning on the world's first floating offshore wind farm located over 15 miles off the coast of Peterhead, Aberdeenshire in Scotland.
- CNBC:** Amazon's Jeff Bezos just opened a massive wind farm in Texas. Link - Amazon's biggest wind farm to date is operational and will add over 1 million megawatt hours (MWh) of clean energy to the grid annually.
- Why is Biodiesel Better, Cleaner, Now?** It cuts carbon emissions by 74 percent and empowers Midwest farmers. VISIT BETTERCLEANERNOW.COM
- Grid:** Agri-Pulse: DOE considers controversial power project opposed by lawmakers. Link - Energy Secretary Rick Perry is weighing a request to end DOE's participation in a multibillion project that would carry 4,000 megawatts of electricity - enough to power more than 1.5 million homes - across multiple states.
- Agri-Pulse:** Perry urges FERC to make grid resiliency a priority. Link - (Subscriber only) The Energy Department's directive to FERC to issue a rule that helps accurately price electricity generation was intended to spark a conversation on the resiliency and reliability of the country's electric grid.
- People:** The EPA could soon have more of its top leadership in place. The Senate Environment and Public Works Committee was to vote today on nominees for four assistant administrator positions: Michael Dunson, Chemical Safety and Pollution Prevention; William Wehrum, Air and Radiation; Matthew Leopold, General Counsel; and David Rose, Water. If approved, the nominees will still need confirmation by the full Senate. Jim Gulliford is returning to the EPA as administrator for the agency's Region 7, which covers Iowa, Kansas, Missouri and Nebraska. Most recently, Gulliford served as executive director of the Soil and Water Conservation Society, leading the organization from 2009-2016. Before that, Gulliford spent nearly a decade at EPA, rising to the position of assistant administrator for the Office of Prevention, Pesticides, and Toxic Substances. President Trump has picked AccuWeather CEO Barry Myers to lead the National Oceanic and Atmospheric Administration. An attorney, Myers has headed up the weather-forecasting firm since 2007. Trump had earlier filled two deputy posts at NOAA: former Navy oceanographer Rear Adm. Timothy Gallaudet and Neil Jacobs, chief atmospheric scientist at Panasonic Avionics Corporation.

At the bottom of the newsletter is a quote: "ASK ME HOW MY FARM IS GOOD FOR LOS ANGELES." - Ron Alverson, Farmer, Chester, South Dakota

# Agri-Pulse DriveTime

A daily podcast with a roundup of the day's top headlines, delivered Monday–Friday at 5 p.m. ET, just in time for afternoon commutes

[Click here to listen.](#)



**Agri-Pulse**  
Balanced Reporting. Trusted Insights.

**DriveTime: Oct. 6, 2021**

The debt ceiling debate adds a new chapter, a GOP Senator offers thoughts on the Biden administration trade approach, and agriculture leaders look at where things go from here on a carbon bank. Hear more in today's DriveTime.

[Click here to subscribe to DriveTime in iTunes.](#)

Agri-Pulse **FREE** Webinar

Conservation, Sustainability and Global Demand for U.S. Soy  
October 7 at 11:00 a.m. CST / 12:00 p.m. EST

SPONSORED BY:

**UNITED SOYBEAN BOARD** **ASA** **USSEC**  
American Soybean Association

[CLICK HERE TO REGISTER!](#)

Outstanding reader/listener acceptance with over 40% open rate and averaging 50k web impressions

**Weekly: \$2,487**  
**Monthly: \$8,953**

## An exclusive commercial opportunity!

- 1) Includes an opening billboard
- 2) 15-second commercial embedded
- 3) Sponsor link recognition in email\*
- 4) Produced 48 weeks per year
- 5) PLUS...

...a 120x90 banner ad on Agri-Pulse.com homepage



**DRIVETIME**

**DriveTime:**  
**Oct. 6, 2021**

[LISTEN HERE](#)

**UNITED SOYBEAN BOARD**

\*Sponsor link included with full month sponsorship (additional \$500 option for weekly sponsor)



# Agri-Pulse Conferences

*Participants include legislators, commodity leadership, commodity trade and marketing executives, USDA, ag and food marketing executives, farm organizations, and more.*

## Agri-Pulse Ag & Food Policy Summit

- March 21, 2022 – Washington D.C. Virtual & in-person event with average attendance of 700-800+
- A full day program of high-level discussions, panels and presentations addressing the most critical ag and food policy issues of the day, followed by the Agri-Pulse customer appreciation reception and networking opportunities

## Agri-Pulse WEST Food & Ag Policy Summit

- July 11, 2022 – Sacramento, CA. Virtual & in-person event with average attendance of 400-500+
- A full-day program with informative presentations and panel discussions followed by the Agri-Pulse customer appreciation reception and networking opportunities

## Ag Outlook Forum

- September 26, 2022 – Kansas City, MO. Virtual & in-person event with average attendance of 350+
- A joint venture with the Agricultural Business Council of Kansas City
- Day-long conference focusing on the ag economy, current issues and challenges facing agriculture and agribusiness, plus networking opportunities



# Webinars

*A custom produced, 1-hour webinar with mutual collaboration on content/theme between sponsor and Agri-Pulse*

- Typical format is a panel discussion/presentation followed by Q & A
- Managed & moderated by Agri-Pulse
- Potential to reach the Agri-Pulse 50,000+ person database
- Promotions & invitations provided by Agri-Pulse to target audiences
- Agri-Pulse provides all technical, registration and platform support
- Webinar content is jointly owned by Agri-Pulse and sponsor
- Webinar is recorded for potential future use by the sponsor
- Sponsor recognition included in all promotions/invitations
- List of registered participants provided to the sponsor
- Webinar promotion on home page of [www.Agri-Pulse.com](http://www.Agri-Pulse.com) prior to the event
- Net Cost \$10,000\*

*\* Minimum 30-day notice required. Any changes to elements as outlined may incur additional costs.*



# Website Advertising Specifications and Rates

HOME PAGE	Size	Price Per Month
Top/Bottom Leaderboard Combo	728 x 90	\$5,427
Open Mic*	300 x 250	\$10,457
Opinion	300 x 250	\$6,637
Agri-Pulse TV	300 x 250	\$6,637
Lower Half Page	300 x 600	\$6,517
Meet the Lawmaker	300 x 250	\$4,777

Open Mic, Opinion & Agri-Pulse TV appear on all web pages

\*Includes 60 sec audio ad

ARTICLE/NEWS PAGES	Size	Price Per Month
Top/Bottom Leaderboard Combo	728 x 90	\$6,657
Big Box	300 x 250	\$6,037
Lower Half Page	300 x 600	\$3,767

WEBINARS		Price Per Month
Custom webinar in partnership with your company		\$10,000

[See page 16](#) for more webinar information

INSTANT UPDATES	Price Per Month
<ul style="list-style-type: none"> <li>728 x 90 banner appearing in email</li> <li>Exclusive sponsorship</li> <li>Multiple daily exposures</li> </ul>	\$3,750

DRIVETIME	Size	Price Per Month	Price Per Week
DriveTime Sponsor*	120 x 90	\$8,953	\$2,487

\*Includes 15-second spot. Sponsor banner link (728 x 90) included with daily e-blast. Will appear on all web pages. Additional \$500 for weekly sponsorship option.

AGRI-PULSE TV	Length	Price Per Month	Price Per Week
Agri-Pulse TV	60-second pre-roll	\$5,287	\$1,657

MEET THE LAWMAKER VIDEO	Length	Price Per Month
Meet the Lawmaker	60-second pre-roll	\$2,500

MEET THE FARMHAND VIDEO	Length	Price Per Month
Meet the Farmhand	60-second pre-roll	\$2,500

## Digital Ad Materials Specifications

Ad Unit	Initial Dimensions (w x h in px)	File Types Allowed	Maximum Initial File Load Size	Maximum Animation Length
<b>Big Box/ Medium Rectangle</b> (Desktop, Tablet)	300 x 250	GIF, JPG, PNG, HTML5 3rd party tags/tracking	40K	15 sec, 3x loops maximum
<b>Leaderboard</b> (Desktop)	728 x 90	GIF, JPG, PNG, HTML5 3rd party tags/tracking	40K	15 sec, 3x loops maximum
<b>Leaderboard</b> (Tablet)	468 x 60	GIF, JPG, PNG, HTML5 3rd party tags/tracking	40K	15 sec, 3x loops maximum
<b>Half Page</b> (Desktop)	300 x 600	GIF, JPG, PNG, HTML5 3rd party tags/tracking	60K	15 sec, 3x loops maximum
<b>Button</b> (Logo)	120 x 90	GIF, JPG, PNG	10K	Static
<b>Mobile</b> (Desktop)	320 x 50	GIF, JPG, PNG, HTML5 3rd party tags/tracking	30K	
<b>Newsletters</b>	728 x 90, 300 x 250	JPG, static GIF, PNG		





To reach agriculture's premier policy makers and business leaders, put the Agri-Pulse family of information services to work for you.

**For marketing solutions, ideas and pricing, contact:**

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