



Balanced Reporting. Trusted Insights.

2021 MEDIA KIT

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"Agri-Pulse's family of information services is the leading source of exclusively ag and food policy news, analysis and insights."

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
- Events



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,

Click video below to learn more about Agri-Pulse.



Who We Are...

Ag, Food & Rural Opinion Leaders

- Federal legislators & staff involved in agriculture, food & energy
- State governors and State ag department staff
- “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
- And recently added...3,000+ California Association of Pest Control Advisors (CAPCA) members

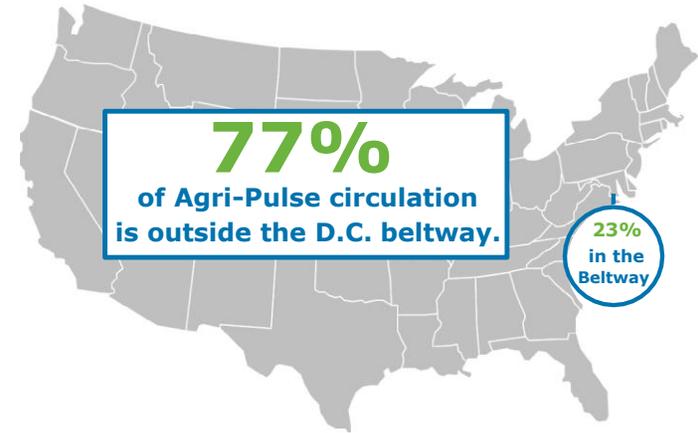
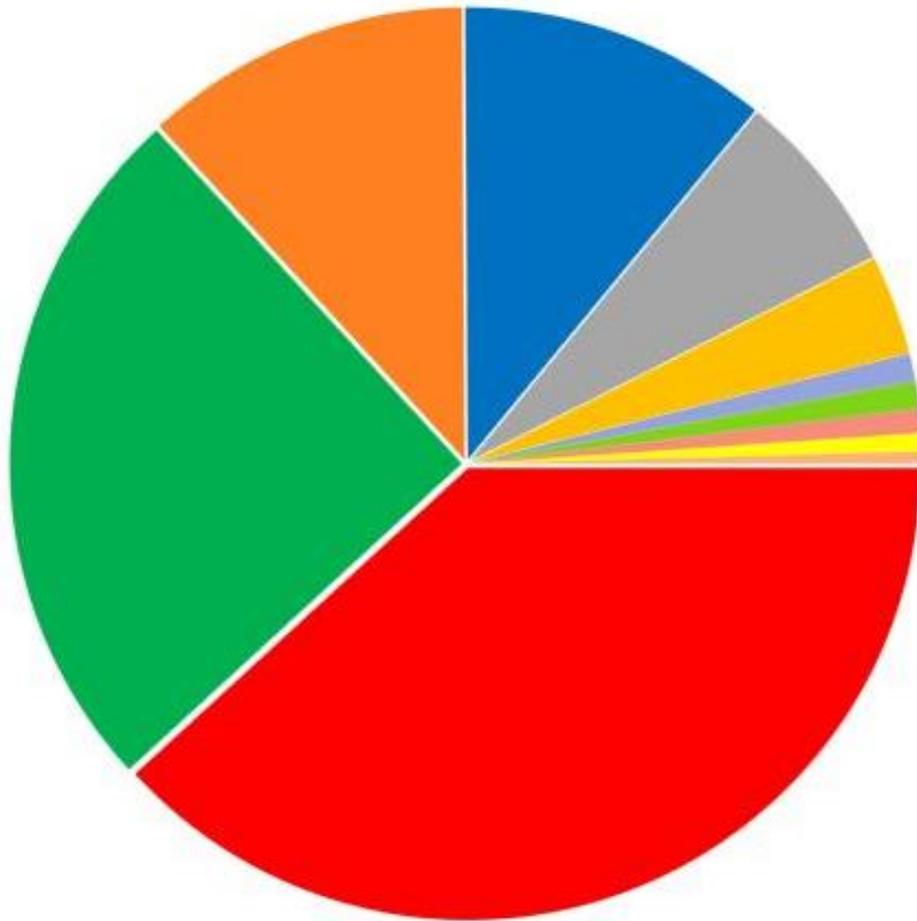
What We Do...

- 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

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

Distributed each week coast to coast to 7,700+ 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	\$747	
5	\$2,337	\$467.40
10	\$4,127	\$412.70
15	\$6,139	\$409.27
20	\$7,797	\$386.35
25	\$9,287	\$371.48
35	\$12,367	\$353.34
50	\$16,157	\$307.74
100	\$27,067	\$257.77
250	\$49,327	\$234.89
250+	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 West

- Editorial office based in Sacramento with staff dedicated to California and western U.S. agriculture
- Weekly Newsletter, Daybreak, Daily Harvest, and Instant Updates focused on western ag & food policy issues
- A special “West” tab is included on www.Agri-Pulse.com
- Group & individual subscriptions available



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 issues

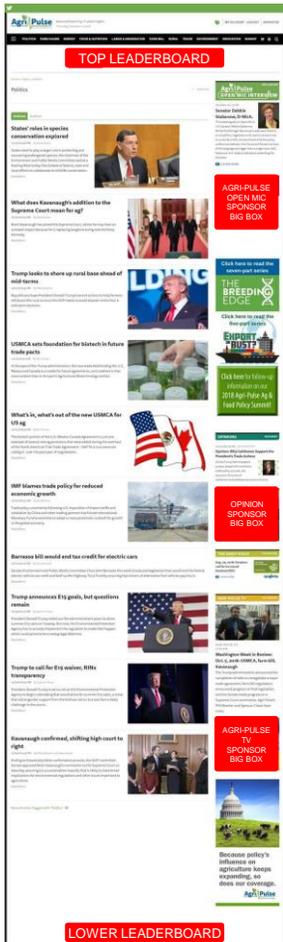
Banner Ad Pricing

Type	Monthly Price
Leaderboard Banner	\$5,677
West Leaderboard Banner	\$3,937

Ad Specifications

Ad Unit	Initial Dimensions (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
1,089,387

Sessions
1,206,709

Page Views
1,902,393

Monthly Averages
Users: 90,782
Pageviews: 158,533

Data from Google Analytics 1/1/2020 - 12/31/2020

Agri/Pulse TV
[Click here to view.](#)

Agri/Pulse OPEN MIC INTERVIEW
[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 (9-10 minutes) on current events in ag & food policy
- Emailed Monday-Friday to subscribers by 4 a.m. ET
- Daybreak-only subscriptions available

# Subscriptions	Price per sub	Total cost
1	\$377	\$377
5	\$234	\$1,167
10	\$207	\$2,067
25	\$186	\$4,647
35	\$177	\$6,187
50	\$162	\$8,077
100	\$136	\$13,537
150	\$129	\$19,327
200	\$124	\$24,667
500	\$64	\$31,697

Other quotes available

[Click Here To Listen](#)

COVID talks continue despite Senate delay

The Senate is officially out of action until Oct. 19, but House Speaker Nancy Pelosi, D-Calif., says negotiations on a potential coronavirus relief package will continue today. “We’re having our conversations,” she told reporters on Monday.

Asked if there could be a deal this week, Pelosi continued today that the onus is on Republicans. “It...

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 1,000 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

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MORE JOBS
The biodiesel industry supports more than **64,000 jobs** **BIODIESEL**
Explore the promise of MORE **#MoreWithBiodiesel**

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.

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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 Douson**, Chemical Safety and Pollution Prevention; **William Wehrum**, Air and Radiation; **Matthew Leopold**, General Counsel; and **David Ross**, 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.

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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.](#)



[DriveTime: Sept. 30, 2020](#)

Today's DriveTime has an update on the status of coronavirus relief talks, a report from a hearing on Capitol Hill, and the latest on USDA's view on the current stock on hand situation.

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

[This DriveTime is sponsored by National Biodiesel Board](#)

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

Weekly: \$2,367
Monthly: \$7,877

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:
Sept. 30,
2020

[▶ LISTEN HERE](#)



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



Agri-Pulse Conferences

Ag & Food Policy Summit

- March 22 & 24, 2021 – Washington D.C.
- Virtual & in-person event
- 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
- Participants include Congressional & Senate legislators, commodity leadership, commodity trade and marketing executives, USDA, ag and food marketing executives, farm organizations, and more
- Average annual attendance 600-800+

Agri-Pulse WEST Food & Ag Policy Summit

- July 12, 2021 – Sacramento, CA
- Virtual & in-person event
- A full-day program with informative presentations and panel discussions followed by the Agri-Pulse customer appreciation reception and networking opportunities
- Participants include the Department of Food & Ag, food and ag industry execs, farm and commodity organization leadership, legislative leaders, and more
- Anticipated attendance of 400+

Ag Outlook Forum

- September 2021 – Kansas City, MO
- Virtual & in-person event
- 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 agri-business, plus networking opportunities
- Speakers from USDA, State government & agencies, Federal Reserve, industry and academia
- Average annual attendance 280+



Website Advertising Specifications and Rates

HOME PAGE	Size	Price Per Month
Top Leaderboard	728 x 90	\$6,957
Open Mic*	300 x 250	\$9,957
Opinion Sponsor	300 x 250	\$6,317
Agri-Pulse TV Banner	300 x 250	\$6,317
Lower Half Page	300 x 600	\$6,207
Meet the Lawmaker Banner	300 x 250	\$4,547
Lower Leaderboard	728 x 90	\$5,167

*Includes 30 sec audio ad

ARTICLE/NEWS PAGES	Size	Price Per Month
Top Leaderboard	728 x 90	\$6,337
Big Box/Medium Rectangle	300 x 250	\$5,747
Lower Half Page	600 x 300	\$3,587
Lower Leaderboard	728 x 90	\$3,417

Banners purchased on the Home Page are also included on:

OPINION PAGE

OPEN MIC

SECTION PAGES

WEBINARS

Custom webinar in partnership with your company \$8,000

DRIVETIME	Size	Price Per Month	Price Per Week
DriveTime Sponsor*	120 x 90	\$7,877	\$2,367

*Includes 30-second spot. Sponsor link included with full-month sponsorship (additional \$500 option for weekly sponsor)

AGRI-PULSE TV	Length	Price Per Month	Price Per Week
Agri-Pulse TV	30-second pre-roll	\$5,287	\$1,657
Agri-Pulse TV	5-minute feature	\$7,400	\$2,500

MEET THE LAWMAKER VIDEO	Length	Price (2 weeks)
Meet the Lawmaker	30-second pre-roll	\$2,500

MEET THE FARMHAND VIDEO	Length	Price (2 weeks)
Meet the Farmhand	30-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
Big Box/ Medium Rectangle (Desktop, Tablet)	300 x 250	GIF, JPG, PNG, HTML5 3rd party tags/tracking	40K	15 sec, 3x loops maximum
Leaderboard (Desktop)	728 x 90	GIF, JPG, PNG, HTML5 3rd party tags/tracking	40K	15 sec, 3x loops maximum
Leaderboard (Tablet)	468 x 60	GIF, JPG, PNG, HTML5 3rd party tags/tracking	40K	15 sec, 3x loops maximum
Half Page (Desktop)	300 x 600	GIF, JPG, PNG, HTML5 3rd party tags/tracking	60K	15 sec, 3x loops maximum
Button (Logo)	120 x 90	GIF, JPG, PNG	10K	Static
Mobile (Desktop)	320 x 50	GIF, JPG, PNG, HTML5 3rd party tags/tracking	30K	
Newsletters	728 x 90, 300 x 250	JPG, static GIF, PNG		





- Launched in 2004...offices in Washington D.C., Camdenton, MO, Sacramento, CA and Des Moines, IA
- Agri-Pulse family of products reaching more than 10,000 influencers including:
 - Federal & State government staff involved in agriculture, food & energy
 - “C-Suite” agribusiness and food executives
 - Farmer leaders & staff serving farm commodity, promotion, trade & marketing organizations
 - Farm retail & Co-Op managers
 - Plus 3,000+ newly added California subscribers
- 77% of circulation is outside the Washington D.C. beltway
- More than 29,000 followers on Twitter...8,000+ Facebook Likes



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

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