

2011-2012 MEDIA KIT

WWW.AGWIREDCOM



AGWIRED

ZimmComm New Media specializes in blogging, podcasting, website design, social media, photography, and event coverage for agricultural companies and organizations. The company also owns and operates a number of websites targeting agribusiness audiences – including: AgWired.com, DomesticFuel.com, WorldDairyDiary.com and PrecisionPays.com. In addition, ZimmComm offers a customized news release production and distribution service called AgNewsWire specializing in “Talking News Releases.” AgNewsWire.com distributes news releases to over 2,000 print and broadcast agricultural journalists.



ZimmComm was started in 2004 by Chuck & Cindy Zimmerman, a husband and wife team who have been involved in agricultural communications for over 25 years. They have pioneered the use of new media and social networking in this industry and are considered the experts on how to effectively utilize the new online channels of communication to reach farmers and the consuming public.



What is AgWired?

AgWired is all about what's new in the world of agribusiness. It's a community of people either directly involved in agricultural marketing or having an active interest in the subject. The community includes all the website visitors, news feed subscribers, Twitter feed followers, Facebook friends, YouTube channel visitors and subscribers, Flickr photo viewers and ZimmNews e-newsletter subscribers. This is a very comprehensive community of everyone in the industry – including companies, member organizations, agencies, media, farmer leaders and consumers.

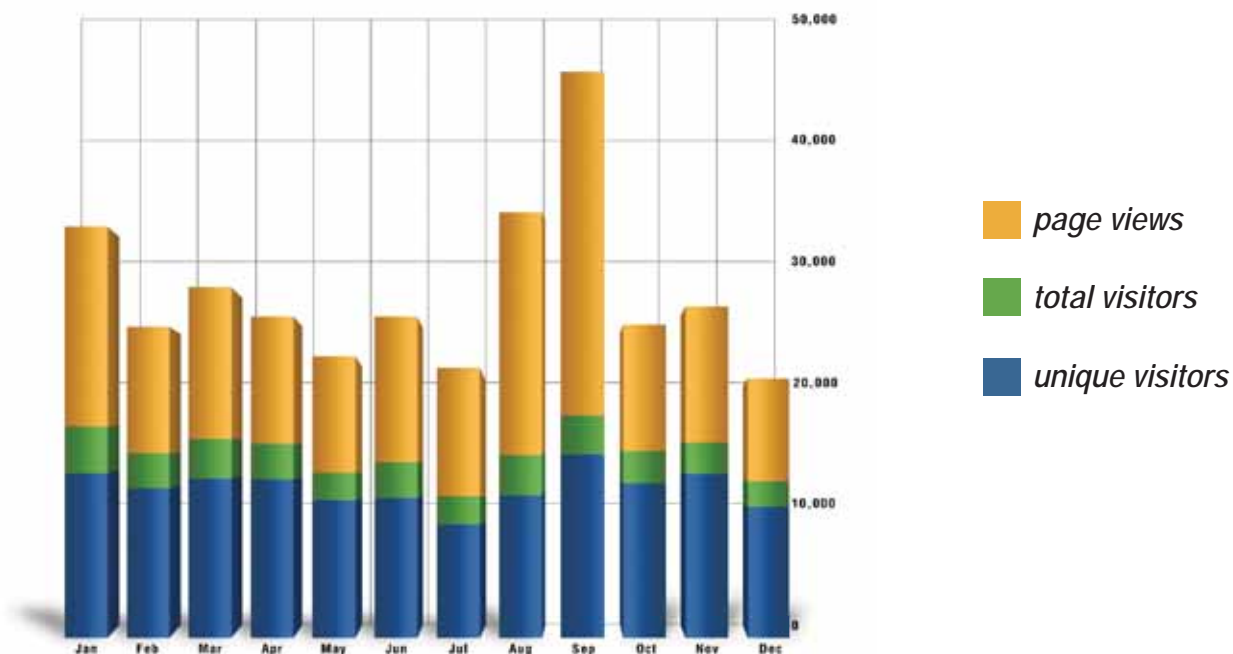
This industry news website takes a very personal approach at looking at what's going on in marketing today and in the industry. Chuck Zimmerman is the primary editor but there are a growing number of contributors that includes several well known individuals in the business.

On AgWired, you can learn about new media applications, see photos from most major ag events and see and hear interviews with leaders in agricultural marketing. A weekly feature of AgWired is the ZimmCast. This weekly podcast has been produced since 2005 and was one of the original agriculture industry targeted podcasts.

Website Statistics

Since late 2004, AgWired editors have written nearly 10,000 stories. In addition, there are more than 2,800 approved comments from visitors posted to the site, showing a high level of interactivity with the audience. The AgWired team has conducted and published over 2,400 audio interviews on a variety of agribusiness industry topics and published more than 550 video clips.

The website has grown to over 18,000 unique monthly visitors and nearly 70,000 monthly page views as of April 2011. In addition, there are over 4,200 subscribers to the AgWired news feed and more than 54 other websites are re-publishing AgWired news. The website is also distributed via Twitter feed (twitter.com/agwired) with over 1,200 followers, and that number continues to increase as the use of this social networking tool grows. An AgWired app for iPhone was introduced in July 2010 and has been downloaded almost 3,000 times and a new Android version was introduced in April 2011.



Banner Advertising

- Home or category page placements available in multiple sizes. AgWired utilizes industry standards and exact specifications will be determined through consultation.
- Unlimited creative changes.

1 month:	\$1000
3 months:	\$850 per month
6 months:	\$700 per month
12 months:	\$600 per month

Creative Services

- On-Location Production
 - including photography, audio and web-quality video
- Live Event Coverage on client web sites and/or ZimmComm web sites
- Consultation/Training – social media marketing

\$1500 per day plus expenses

AgWired Preferred Sponsor

Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra.
- Sponsorship includes unlimited creative changes.
- Sponsor will receive 2 dedicated posts per month in collaboration with the editor. In addition, relevant sponsor news releases will be posted to the site.
- Sponsor will receive a category link to its website.
- Sponsor will receive image/link in weekly ZimmNews e-newsletter.
- Sponsor will receive voiced tag in weekly ZimmCast podcast.
- One Talking News Release (value \$900). Includes audio interviews, writing and distribution to ZimmComm's national agribusiness editor list.
- One day onsite coverage for one event. Includes photography, audio and video interviews, and dedicated posts. Value \$1,500. *(Travel costs not included and will be billed separately.)*

Total Sponsorship: \$17,000

* Pay the full sponsorship in one payment and receive a 5% discount.

AgWired Premier Sponsor

Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra.
- Sponsorship includes unlimited creative changes.
- Partner will receive 4 dedicated posts per month in collaboration with the editor. In addition, all relevant partner news releases will be posted to the site.
- Company will receive a category link to its website.
- Sponsor will receive image/link in weekly ZimmNews e-newsletter.
- Sponsor will receive voiced tag in weekly ZimmCast podcast.
- One Talking News Release (value \$900). Includes audio interviews, writing and distribution to ZimmComm's national agribusiness editor list.
- Onsite coverage for one event up to 3 days. Onsite coverage includes photography, audio and video interviews, and dedicated posts. Value \$4,500. *(Travel costs not included and will be billed separately.)*

Total Sponsorship: \$25,000

* Pay the full sponsorship in one payment and receive a 5% discount.



Sales inquiries should be directed to:

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