

# DairyLine Radio

## The Dairy Industry Is Listening To DairyLine

*DairyLine Radio gives dairy producers vital, timely information* Monday-Saturday in America's top dairy producing regions. It is the only radio network in the world devoted entirely to the dairy industry. Over 90 stations in the top dairy counties air **DairyLine**.

### 2006 DairyLine Radio Rates:

#### Standard five-minute broadcast Mon-Fri: \$275 per :30 seconds

Your message is heard on approximately 90 radio stations covering 30 states. Reaching over 40,000 dairy producers with over 3 million dairy cows. Available for FREE on dairyline.com to any producer, anywhere, anytime!

#### Full length 9 1/2-minute broadcast Mon-Fri: \$160 per :30 seconds

Your message is heard on 30 radio stations covering 14 states.

#### Saturday's five-minute broadcast: Saturday: \$160 per :30 seconds

Your message is heard on over 15 stations in 7 states.

#### DairyLine.com Internet banner ads: \$400 per month

Your message is posted on dairyline.com, the industry's most complete and updated FREE website visited by thousands of dairy producers every day.

#### New Product Watch on DairyLine.com: \$200 one time rate

Your new qualified product is posted on dairyline.com for 2 weeks. An exclusive page is devoted to your new product on dairyline.com. Plus, your page is archived for a full year at no additional cost.

#### Monday:

DMI Update & Vet Visit

#### Tuesday:

Market Analysis & Udder Health Talk

#### Wednesday:

Producer & Processor Perspectives & Tax Tips

#### Thursday:

National Milk Report & Breeding News

#### Friday:

Dairy Profit Weekly Report & Nutrition Update

#### Saturday:

Weekly Market Review & DTN Hay & Feed Report

#### DairyLine Host: Lee Mielke

#### Marketing Manager: Bill Baker

#### DairyLine Radio

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*Dairy Management Inc. has been pleased to work with Dairyline since it began over 12 years ago. In particular, we have seen Dairyline Radio Network grow to become one of our most potent media resources. Dairyline enables us to target our message to the specific audience we want to reach, namely dairy producers across the America, and it allows us to do so immediately and with a frequency that's very cost efficient."*

*-David Pelzer, DMI Senior Director, Industry & Public Relations*



# DairyBusiness.com

## Why advertise on the Internet with DairyBusiness.com?

- **DairyBusiness.com** is the source for up-to-date dairy news on the Internet. Our sites cover all aspects of dairy related news, from milk prices, feed supplies, legislative news to dairy breed news.
- **DairyBusiness advertisers can** target specific prospects with each site we offer
- **DairyBusiness.com advertising provides** an effective interactive opportunity for advertisers to communicate with prospective dairy customers
- **DairyBusiness websites receive nearly 90,000 visitors'** sessions each month, which could translate into traffic to site... and orders for your products.
- **Internet advertising** is a cost effective method of reaching your prospective customers, 24 hours per day, 365 days per year.

## Online sites available:

### DairyBusiness.com

Homepage  
New Products  
Links

### HolsteinWorld.com

Daily updates for purebred breeders, and much more

### DairyLine.com

More than daily updates with markets and news for commercial milk producers

**\$100 per week for one banner ad rotation within the sites listed.**

