DairyBusiness Digital Media

Both the dairy industry and the media business have undergone rapid and significant changes. The adoption of the Internet by dairy producers has dramatically changed expectations about how and when information is received and used.

Recognizing this, marketers have increased their investments in digital communications.

Responding to the needs of the market and the trends found in the dairy industry, DairyBusiness.com is all digital.

**OUR AUDIENCE IS ON THE GO**

Most dairymen are seldom in their offices. They are mobile and they need their news and relevant information no matter where they are. We’ve conducted extensive survey’s that validate this and our digital activity shows it too.

Since transitioning to an all-digital format in June 2017, we are experiencing a monthly average audience of nearly 80,000 and are serving a monthly average of a half million ad impressions.

**CHEAPER FASTER BETTER**

Our digital media is less expensive than print. Advertisers are allowed a much shorter time to publish live and changes can be made midstream if needed. In addition, DairyBusiness constantly tracks ad and website activity, tweaking each as needed for maximum performance.

Advertisers are needing more accountability and we are providing it. We’ve answered this issue by developing a process to provide live campaign performance links to our customers for each ad run. You can watch your ad’s performance every day.

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DairyBusiness

DairyBusiness.com integrates the website, a weekly enewsletter, a weekly video, and a twice-monthly digital magazine in HTML format to address industry topics, learning, and new product trends.
**THE INFORMATION THEY NEED - WHEN THEY NEED IT**

*35%*

Alexa Competitive Analytics reported DairyBusiness had a 35% greater web engagement than top 3 competitors.

**DAIRYBUSINESS IS COMPLETELY MOBILE**

comScore's Global Industry Benchmarks Q2 reported that U.S. mobile ads saw higher in-target ad rates on average (53%) compared to desktop. Our news and article delivery focus on maintaining this standard.

**THE WEEKLY**

DairyBusiness' well-established advertising venue, utilizing email. Every Wednesday, DairyBusiness.com distributes *The Weekly*, an email newsletter containing the week's top news and relevant information – right to the dairy professional's inbox.

In addition to dairy producers and breeders, the email list includes many educators, nutritionists, veterinarians, and dairy enthusiasts.

The Weekly currently averages 25,000 opt-in recipients and the list grows daily.

**SOCIAL MEDIA**

DairyBusiness has maintained a growing social media presence that supports the digital website presence. Our social media currently enjoys nearly 25,000 followers, including Facebook and Twitter.

**CLIENT REPORTING**

One of the most important aspects of DairyBusiness Digital Media is the reporting provided to our customers. Needing to validate ad impressions and clicks are vital and we know that. So, when creating the current delivery system, DairyBusiness provided a vehicle to allow every customer access to their ad reporting as it runs live. A simple reporting web address is given, allowing instant access to various performance measurements. Clients can see impressions and clicks in total and by day, and the campaign’s Click Through Ratio (CTR). In addition, a graphic overview of geography, the visitor's device used, type of browsers, their operating system, and even what language is being used while reading the DairyBusiness site.

**Give Clients What They Want**

DairyBusiness has provided support and inspiration to the dairy industry for over a century. The organization has also provided a consistent advertising venue to this audience throughout. Our goal is to continue bringing the two together in the most forward-thinking way possible.

**FAST FACTS**

80/20

Great return rate! 80% returning visitors and 20% new visitors.

**ADVERTISING**

- DairyBusiness.com
- The Weekly Email
- This Week in Dairy
- Advertorial Support
DAIRYBUSINESS EDITORIAL CALENDAR

DairyBusiness produces two digital magazine issues each month in HTML format (mobile compatible). The issues are published on the 1st and 3rd Monday of each calendar month.

2019 Schedule

January 7th and 21st
Topic: Nutrition / Feeding / Forage

February 4th and 18th
Topic: Environment / Manure / Water Quality

March 4th and 18th
Topic: Herd Health / Milk Quality / Repro & Genetics

April 1st and 15th
Topic: Facilities / Cow Comfort

May 6th and 20th
Topic: Replacements - Calves & Heifers

June 3rd and 17th
Topic: Business Management / HR / Finance

July 1st and 15th
Topic: Nutrition / Feeding / Forage

August 5th and 19th
Topic: Environment / Manure / Water Quality

September 2nd and 16th
Topic: Herd Health / Milk Quality / Repro & Genetics

October 7th and 21st
Topic: Facilities / Cow Comfort

November 4th and 18th
Topic: Replacements - Calves & Heifers

December 2nd and 16th
Topic: Business Management / HR / Finance
PRODUCT SPECIFICATIONS AND PRICING

DairyBusiness.com

300 X 300 ppi or 300 X 250 ppi @ 72 dpi in jpg, gif, png

300 X 300 ppi or 300 X 250 ppi @ 72 dpi in jpg, gif, png

300 X 300 ppi or 300 X 250 ppi @ 72 dpi in jpg, gif, png

High Profile Square Ads

Recent News Posts

CMT Announces with 1.5 Million Pounds of Cheese and Butter Export Sales

Cooperatives, ##1 organized dairy cooperatives, today announced that they have exported over 1.5 million pounds of cheese and butter to destinations around the world. The CMT cooperative, which is based in the United States, has been leading the charge in the dairy export market for several years, and this latest achievement is a testament to their commitment to sharing American dairy products with the world.

5.5 Billion in Exports at Stake as India Defends Religious Freedom on Dairy Import, Milk Price Caps

India has recently come under fire for its proposed policy of imposing milk price caps, which has raised concerns among dairy farmers and processors. In response, dairy business leaders are calling for a transparent and equitable approach to pricing that respects the contributions of dairy farmers and ensures fair compensation for their efforts.

New blood test reveals susceptibility to costly disease in dairy cows

A recent study by researchers at the University of California, Davis, has revealed the potential of a new blood test to detect susceptibility to a costly disease affecting dairy cows. The test, which uses advanced analytics and machine learning, is expected to revolutionize the way dairy farmers manage their herds and reduce the economic impact of the disease.

Article and Daily News Square 300 X 300 ppi @ 72 dpi, jpg, gif, png

The Weekly Edition

Top Stories

Market Roundup: Dairy Prices

Other Stories

300 X 300 or 300 X 250 ppi, jpg, gif, png
## 2019 RATES

<table>
<thead>
<tr>
<th>Product</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DairyBusiness Digital Media</strong></td>
<td>$1,250 mo.</td>
</tr>
<tr>
<td>Home Page Pop-up (size: 1054X455/72ppi)</td>
<td></td>
</tr>
<tr>
<td><em>Primary entry page to DairyBusiness.com</em></td>
<td></td>
</tr>
<tr>
<td>Site-wide Banner Leaderboard Top (size: 728X90/72ppi)</td>
<td>$800 mo.</td>
</tr>
<tr>
<td><em>Appearing on all pages of the website and the top of the page</em></td>
<td></td>
</tr>
<tr>
<td>Site-wide High-Profile Square left side (size: 300X250/72ppi)</td>
<td>$950 mo.</td>
</tr>
<tr>
<td><em>Seen on all pages of the website, receiving high impression value</em></td>
<td></td>
</tr>
<tr>
<td>Magazine Article and News Rectangle (size: 590X398/72ppi)</td>
<td>$775 mo.</td>
</tr>
<tr>
<td><em>Larger ad size appearing in articles and multiple daily news items</em></td>
<td></td>
</tr>
<tr>
<td>Magazine Article and News Square (size: 300X300/72ppi)</td>
<td>$675 mo.</td>
</tr>
<tr>
<td><em>Economical ad appearing in articles and multiple daily news items</em></td>
<td></td>
</tr>
<tr>
<td>Magazine Article and News Business Card (size: 300X150/72ppi)</td>
<td>$150 mo.</td>
</tr>
<tr>
<td><em>Appearing on the main website page and throughout articles</em></td>
<td></td>
</tr>
<tr>
<td><strong>The Weekly Email (each Wednesday)</strong></td>
<td></td>
</tr>
<tr>
<td>Slot 1 - Appear at top (size: 300X300 or 300X250/72ppi)</td>
<td>$800 mo.</td>
</tr>
<tr>
<td>Top slot in the weekly email to avg. 25,000 opt-in subscribers</td>
<td></td>
</tr>
<tr>
<td>All other slots (size: 300X300 or 300X250/72ppi)</td>
<td>$600 mo.</td>
</tr>
<tr>
<td>Highly visible ads in The Weekly to avg. 25,000 opt-in subscribers</td>
<td></td>
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</tbody>
</table>

*Note: jpg, gif, png, YouTube, and certain scripts accepted - 150k max size*

## CONTACT EMAIL

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