

"What do I get out of it? Well, they've got lots of new ways to deliver news, industry reports, ads and important information fast. And there's a lot more coming soon that'll help guys like me be more successful. The new DAIRYBUSINESS is changing big time for the future of dairy."



DAIRY BUSINESS & HOLSTEIN WORLD
The Future of Dairy

2018 Rates

DairyBusiness Digital Media has been dedicated to the dairy industry for over 113 years. As in the past, our focus is on dairy producers and cattle breeders as a target audience.

DAIRY PROFESSIONALS ARE MOBILE AND NEED THEIR NEWS ONLINE

DAIRYBUSINESS.COM

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 is all digital.

OUR AUDIENCE IS ON THE GO

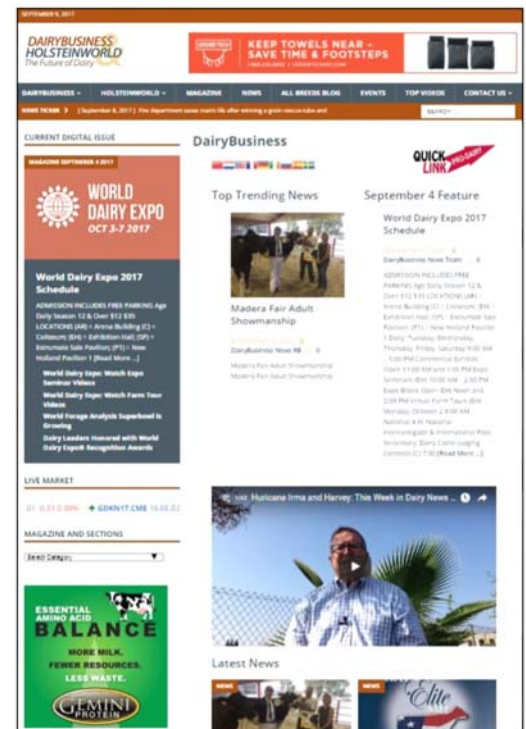
Most dairymen are seldom in their offices. They are mobile and they need their news and relevant information online. We conducted an extensive industry survey that validated this and our digital activity shows it too.

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 **600,000** 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.

In addition, advertisers are needing more accountability. 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.



DairyBusiness & HolsteinWorld DairyBusiness.com and HolsteinWorld.com are integrated websites, covering the dairy producer and dairy breeder market in news and relevant information.

WHAT INFORMATION THEY NEED WHEN THEY NEED IT



This Week in Dairy

A weekly video news commentary by Joel Hastings, DairyBusiness President, Editor & Publisher, relating to hot topics of the week.



HolsteinWorld

Our HolsteinWorld section is very popular with breeder and Holstein enthusiasts. This section contains focused ads specifically for breeders and breeder-centric information.

FAST FACTS

65/35

Per month, 65% returning visitors and 35% new visitors.

* 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

An additional well established advertising venue, utilizing email. Every Wednesday, DairyBusiness & HolsteinWorld 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 consists of educators, nutritionists, veterinarians, and enthusiasts.

The Weekly currently has over 26,000 opt-in recipients and is growing daily.

SOCIAL MEDIA



DairyBusiness & HolsteinWorld have maintained a

growing social media presence that supports the digital website presence. Our social media currently enjoys nearly 100,000 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 provided, 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 & HolsteinWorld have 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.

ADVERTISING

- DairyBusiness website
- HolsteinWorld Section
- The Weekly Email
- HolsteinWorld Print (request rates)

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.

2018 Schedule

January

Topic: Nutrition / Feeding / Forage / PRO-DAIRY

February

Topic: Environment / Manure / Water Quality

March

Topic: Herd Health / Milk Quality / Repro & Genetics

April

Topic: Facilities / Cow Comfort / PRO-DAIRY

May

Topic: Replacements - Calves & Heifers

June

Topic: Business Management / HR / Finance

July

Topic: Nutrition / Feeding / Forage / PRO-DAIRY

August

Topic: Environment / Manure / Water Quality

September

Topic: Herd Health / Milk Quality / Repro & Genetics

October

Topic: Facilities / Cow Comfort / PRO-DAIRY

November

Topic: Replacements - Calves & Heifers

December

Topic: Business Management / HR / Finance

PRODUCT SPECIFICATIONS AND PRICING

DairyBusiness.com

Banner (Leaderboard) 728X90ppi

Pop-up Ad 1054X455ppi
(Available: Main site entry, HolsteinWorld site, Main Magazine page, Feature Article)

Site-wide High Profile Square 300X250 ppi

World Dairy Expo 2017 Schedule
 Admission includes FREE PARKING, Age Daily Session, 12 & Over \$12.00 LOCATIONS (AM), Arena Building (C), Coliseum (B), Exhibition Hall (DP), Equipment Sale Pavilion (FP), New National Pavilion (I) (Please Move...)

World Dairy Expo: Watch Expo Seminars Online

World Dairy Expo: Watch Farm Tour Videos

World Forage Analysis Superbowl is Growing

Dairy Leaders Honored with World Dairy Expo® Recognition Awards

WDE Dairy Cattle Sale Information

Article Rectangle Ad 590X398 ppi

Are you a dairy farm owner, manager or employee?

Yes 80%
No 20%

Article Square Ad 300X300 ppi

Marketplace Ads 300X150 ppi

How many some of the U.S. weakness is dairy due to contractual sales made by Europe, that cheese and some milk powder exports have been doing better than expected. Kurlawa wrote in his September 7 Early Morning Update, "We've probably signed off those contracts for well over a year and with US prices competitive on everything we should see get a bounce in exports before the end of 2017."

"In our opinion, weakness for U.S. markets seems to have played out recently. In other words, dairy's export more price weakness off of negative chatter around any regular July Export discussions you may be having are just what we need."

California produced 215 million pounds of fluid cheese, up 2.8 percent from June but 0.3 percent below a year ago. Wisconsin, at 279.9 million pounds, was up 1.0 percent from June and 0.7 percent above a year ago. Idaho output dropped to 76.2 million pounds, down 7.9 percent from June and 8.1 percent below 2016. Minnesota output was up 0.7 percent from June but 4.7 percent below a year ago. New York was down 13.0 percent from June and 5.6 percent below a year ago.

Illinois cheese output rose 445.3 million pounds, down 0.1 percent from June but 1.2 percent above a year ago, with YTD output at 3.1 billion pounds, up 1.3 percent.

Minnesota, at 352.1 million pounds, was up 1.1 percent, with YTD at 2.4 billion pounds, up 0.8 percent.

Total American fluid cheese production in 2017 has been 403.8 million pounds, down 0.4 percent from June but 0.2 percent above a year ago. YTD total is 2.9 billion pounds, up 0.3 percent.

Cooperatives Working Together accepted 30 requests for export insurance this week from member cooperatives to sell 793,644 pounds of cheese to customers in Asia. The product has been contracted for delivery through November and April CMT's 2017 exports to 48.3 million pounds of American-type cheese, and 9.9 million pounds of butter (82 percent imported) to 18 countries.

World Dairy Expo 2017 Schedule

ADMISSION INCLUDES FREE PARKING, Age Daily Session, 12 & Over \$12.00 LOCATIONS (AM), Arena Building (C), Coliseum (B), Exhibition Hall (DP), Equipment Sale Pavilion (FP), New National Pavilion (I) (Please Move...)

World Dairy Expo: Watch Expo Seminars Online

World Dairy Expo: Watch Farm Tour Videos

World Forage Analysis Superbowl is Growing

Dairy Leaders Honored with World Dairy Expo® Recognition Awards

HolsteinWorld Horizontal Ads 300X150ppi

HolsteinWorld Vertical Ads 150X300ppi

Advertising Your Sale in The Weekly Will Get The Word Out in Thousands

HOLSTEIN WORLD PROMOTE YOUR SALE!

The Weekly DAIRYBUSINESS

Top Stories

- 2017 Holstein Proof Updates
- This Week in Dairy August 11
- HolsteinWorld Exclusive, Featuring the August 2017 Genetic Evaluation Online

Trending

- 2700 GIPL Bulls at IPS
- PDW Dairy Dialogue Day
- Soil Health Measurements to Accelerate Ag Transformation
- Are MPP Dairy Improvements on the Way?
- Southeast Milk Prices on the Rise
- US Dairy Exports Reach 3-year High

Slot 1 Ad The Weekly 300X250 or 300X300 ppi

All Other Ads The Weekly 300X250 or 300X300 ppi

- Branzel Applauds FDA Action on Ultrafiltered Milk
- KEENAN establishes strong support presence in the Midwest
- Research and Education Facility Launched at Hy-Plains Feedyard
- 2017 August Top 100 Protein Holstein Bulls
- Biochar shows benefits as manure lagoon cover
- New Alfalfa Checkoff Funds Nine Research Projects
- Dairy Financial Conference

2018 RATES

Product	Rates
DairyBusiness Digital Media	
Home Page Pop-up (size: 1054X455/72ppi) <i>Primary entry page to DairyBusiness website</i>	\$1,700 mo.
HolsteinWorld Page Island Pop-up (size: 1054X455/72ppi) <i>The HolsteinWorld breeder section of the website</i>	\$1,500 mo.
Digital Magazine Main List Pop-up (size: 1054X455/72ppi) <i>Main digital magazine listing page for each current issue</i>	\$1,500 mo.
Digital Magazine Featured Article Pop-up (size: 1054X455/72ppi) <i>The first and featured article for each digital magazine issue</i>	\$1,400 mo.
Site-wide Banner Leaderboard Top (size: 728X90/72ppi) <i>Appearing on all pages of the website and the top of the page</i>	\$1,200 mo.
Site-wide High-Profile Square left side (size: 300X250/72ppi) <i>Seen on all pages of the website, receiving high impression value</i>	\$1,100 mo.
Magazine Article and News Rectangle (size: 590X398/72ppi) <i>Larger ad size appearing in articles and periodic daily news items</i>	\$975 mo.
Magazine Article and News Square (size: 300X300/72ppi) <i>Economical ad appearing in articles and periodic daily news items</i>	\$925 mo.
Magazine Article and News Business Card (size: 300X150/72ppi) <i>Appearing on the main site page and throughout articles</i>	\$800 mo.
HolsteinWorld Premium Top Ads (size: 300X150/72ppi) <i>HolsteinWorld/breeder section <u>only</u> to get attention of this audience</i>	\$500 mo.
HolsteinWorld Vertical Upper (size: 150X300/72ppi) <i>HolsteinWorld/breeder section only to announce shows sales events</i>	\$450 mo.
The Weekly Email (each Wednesday)	
Slot 1 (size: 300X300 or 300X250/72ppi) <i>Top slot in the weekly email to over 26,000 opt-in subscribers</i>	\$1,100 mo.
All other slots (size: 300X300 or 300X250/72ppi) <i>Highly visible ad in our weekly email to over 26,000 opt-in subscribers</i>	\$1,000 mo.
<i>Note: jpg, gif, png, YouTube, and certain scripts accepted</i>	

ORDER ONLINE

<https://www.dairybusiness.com/contact/thefuture/>

CONTACT EMAIL

Sales: DBSales@DairyBusiness.com

Editorial Contact: Editorial@DairyBusiness.com

CONTACT PHONE

+1 315 703 7979

DAIRYBUSINESS
HOLSTEINWORLD
The Future of Dairy 