



# North American Ag

## MEDIA KIT



### MARKETING SERVICES FOR THE AGRICULTURAL INDUSTRY

North American Ag provides daily agriculture news and weekly podcasts, devoted to highlighting the great people and companies that serve the agriculture industry and help feed our world. Covering ag tech, ag policy, faith & family. North American Ag gives farm families and ag professionals insight into what's happening in agriculture throughout North America. In addition, North American Ag is a full service marketing agency.



\* View the most up to date stats at [northamericanag.com/current-stats](http://northamericanag.com/current-stats)

- DIGITAL ADVERTISING
- PODCAST SPONSORSHIPS
- WEBINAR HOSTING
- CRM & MARKETING AUTOMATION
- WEBSITE DESIGN
- PRESS RELEASE DISTRIBUTION
- SOCIAL MEDIA MANAGEMENT
- CUSTOM MARKETING PLANS



OFFERING CREATIVE WAYS TO GET IN FRONT OF YOUR CUSTOMER

[northamericanag.com](http://northamericanag.com) ▶ [connect@northamericanag.com](mailto:connect@northamericanag.com) ▶ 239-328-2688



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**Commit to 12 months and receive a 20% discount.**

### PODCAST OPPORTUNITIES

North American Ag Spotlight & What Color Is Your Tractor are available on Apple, Spotify, Google Podcasts, Amazon Music, Podbean, iHeart Radio, YouTube, Rumble & Telegram. North American Ag Spotlight is now in the top 0.5% of podcasts globally!

#### PODCAST SPONSORSHIP

60-second audio clip with links to your website in the show notes. Plus social media sponsor shoutout.

**\$550/Four episode bundle mid-roll**  
**\$450/Four episode bundle pre-roll**  
**\$350/Four episode bundle post-roll**

#### PODCAST TAKEOVER

Take over all North American Ag Spotlight and What Color is Your Tractor episodes, for 1 month.

**\$750/month mid-roll**  
**\$700/month pre-roll**  
**\$450/month post-roll**

#### VIDEO SPONSORSHIP

Have your logo displayed at the beginning & end of the podcast's video, with links to your website in the show notes.

**\$ 450/Four episode bundle**

#### PODCAST RELEASE EMAIL

Get an ad spot on our weekly email sent our 13,400+ subscribers announcing the new episode.

**\$500/month box ad (560px\*140px) (Incl. 4 sends)**

#### DEDICATED E-BLAST

Become a featured partner through our dedicated e-blasts, with all your own content.

**\$900/e-blast**

### WEBSITE ADS

NorthAmericanAg.com provides ag news to producers, drawing daily targeted traffic. Get noticed by our audience with website ads that direct traffic to your site.

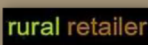
- All article pages (articles are shared to our social media platforms for maximum exposure)  
**\$550/month**
- NorthAmericanAg.com homepage placement  
**\$450/month**
- All other pages sitewide (excludes homepage and article pages)  
**\$350/month**



### PRESS RELEASE DISTRIBUTION

If you're aiming to broaden your marketing strategy, reach more than 1200 print, broadcast, online, and social media platforms, ask us about our partnerships with AgPR, Rural Retailer, AgEXEC&Tec AGRI news. Round out your 2023 marketing budget with a strategy that provides the maximum reach!

Contact for plans & pricing





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### MARKETING SERVICES

#### WEBSITE DESIGN

Whether you're a farm wanting to reach direct to consumer, or an ag-based company wanting to reach producers we can help get you there. Our team at North American Ag knows the industry and will help you craft your message, custom design your website and can set up payment processing and implement a wide range of integrations.

#### CRM IMPLEMENTATION & SUPPORT

The question is not if your agriculture based company needs a CRM, but which one is the right fit. A CRM (Customer Relationship Management software) customized to the needs of your company will take your lead from marketing through sale seamlessly. Book a call to discuss your needs and the options that would fit your company.

#### MARKETING AUTOMATION

Every company needs to conduct business in the most efficient way possible. Marketing automation is the use of technology to automate repetitive marketing tasks such as email marketing, social media posting, and lead generation. Marketing automation is important because it frees up your staff to focus on other important tasks, while ensuring that your leads are still being nurtured and engaged with. Book a call to discuss the options.

#### SOCIAL MEDIA MANAGEMENT

Social media marketing is a crucial component of a company's marketing strategy as it helps reach and engage with your target audience, promote your products or services, and ultimately grow your business. We offer organic and pay-per-click social media plans customized for your farm or agribusiness. Book a call to discuss plans & pricing.

#### NORTH AMERICAN AG WEBINAR PACKAGE



##### Become a Trusted Advisor



Educating is always better than selling. By hosting a webinar you can have a conversation with your customers, providing them with tools that they can put to use on their farms.

##### We Handle the Setup

We set up the webinar, and take care of all of the technical aspects, create e-invitations, reminders and follow up emails.



##### We handle the Marketing



We leverage our 13,400 member subscriber base and our 25 plus social & podcast platforms to drive registrations.

##### We Collect Leads For You

All registrations become your leads. We will send you a list of all registrations after the webinar.



##### We Host & MC the Webinar

You just need to show up with your presentation. We handle introductions and all of the details.



##### \$2500 per Webinar

Space is very limited, we hold one webinar per month. Bundle with any other advertising and take 10% off the entire invoice. Email [connect@northamericanag.com](mailto:connect@northamericanag.com) to get started.



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## CONNECT WITH US

