

2011-2012 MEDIA KIT

WWW.PRECISIONPAYS.COM

PRECISION PAYS

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 800 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 20 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 Precision Pays?

PrecisionPays.com was launched at the 2007 Commodity Classic as a blog to focus on the latest in precision agriculture technology information. The on-line publication features photos, audio and video and coverage of important events where precision technology for farming is featured, including the Commodity Classic, Farm Progress Show, Info Ag

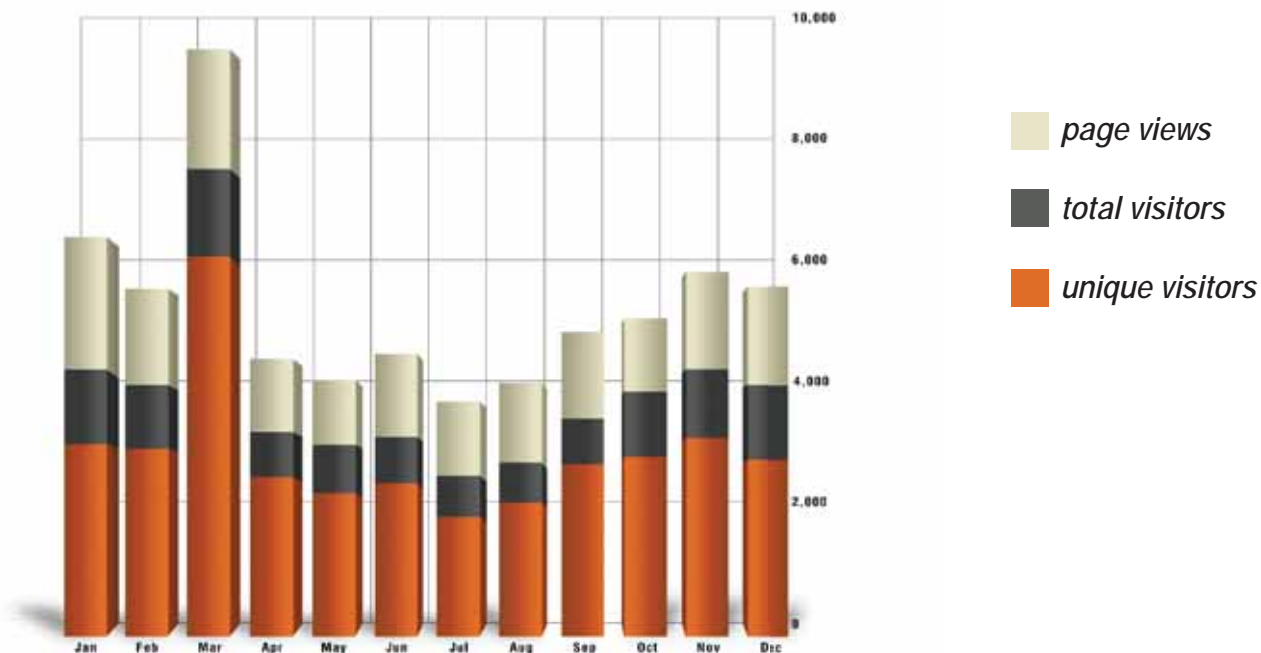
Conference, Sunbelt Ag Expo, and the National Farm Machinery Show.

The primary contributing editors of Precision Pays are Chuck and Cindy Zimmerman. A monthly Precision Pays podcast features interviews and comments about the latest in precision agriculture technology.

Website Statistics

Since 2007, Precision Pays editors have written over 1,000 stories, including nearly 250 with audio and 50 video clips. In addition, there are more than 500 approved comments from visitors posted to the site, showing a very high level of interactivity with the audience. The top states for visitors to Precision Pays are Illinois, Iowa, Minnesota, Texas and California.

The website receives 4,000 unique monthly visitors and 5,000 monthly page views. According to Google Analytics, Precision Pays had about 48,000 unique visitors in 2010, averaging about 4,000 visits per month and 5,000 page views. In addition, there are over 200 subscribers to the Precision Pays news feed and six other websites are re-publishing Precision Pays news. The website is also distributed via Twitter feed on which there are currently over 250 followers, and that number continues to increase as the use of this social networking tool grows. The monthly Precision Pays newsletter, which highlights stories for the week, is sent to nearly 1,000 contacts in the agriculture industry.



Banner Advertising

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

1 month:	\$800
3 months:	\$700 per month
6 months:	\$600 per month
12 months:	\$525 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

Precision Pays 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 monthly Precision Pays e-newsletter.
- Sponsor will receive voiced tag in monthly Precision Pays podcast.
- 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: \$8,000

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

Precision Pays 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 monthly Precision Pays e-newsletter.
- Sponsor will receive voiced tag in monthly Precision Pays podcast.
- 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: \$11,000

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



Sales inquiries should be directed to:

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