
2021 DIGITAL MEDIA KIT

**Lancaster
Farming**

— www.LancasterFarming.com —





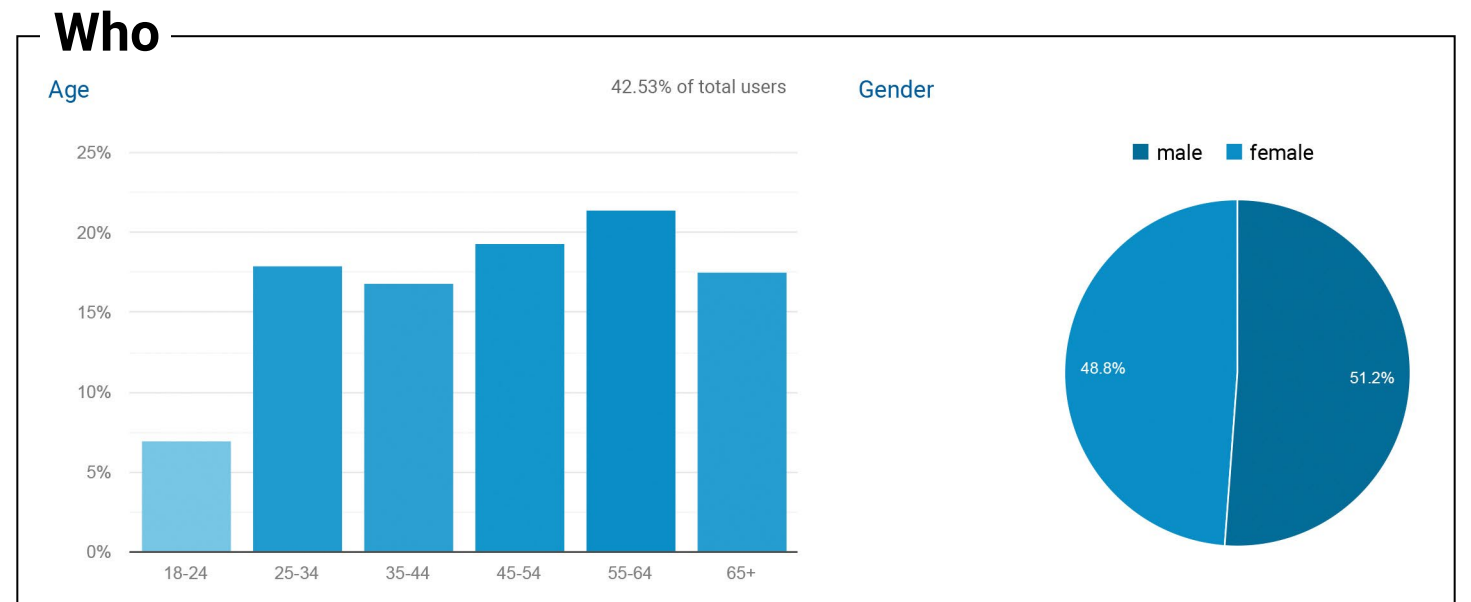
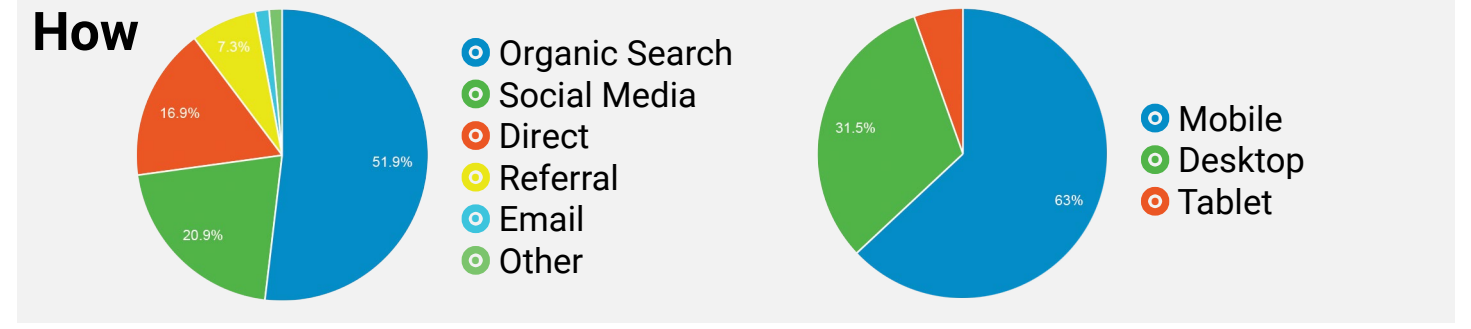
Lancaster Farming

YOUR GUIDE TO DIGITAL ADVERTISING

LancasterFarming.com has a dedicated national audience visiting the website not only for agriculture news and helpful educational content, but also to share their products and services with one another creating a close-knit community you cannot find anywhere else. With such a dedicated niche audience of over 67,000 unique visitors each month, your brand's digital ads are guaranteed to be delivered to customers interested in your products or services wherever your business may be.

LANCASTERFARMING.COM OVERVIEW*

Users	Sessions	Pageviews	Pages Per Session
815,531	1,078,235	2,261,869	2.10



Top Sections

Section	Pageviews
Classifieds	27.19%
News	17.74%
Farming	11.26%
Farm Life	9.82%
Mailbox Mkt.	8.67%
Market News	6.95%
Homepage	6.60%
Users (Login)	4.85%
Community	1.57%
Marketplace	1.04%

Where

State	Users
1. Pennsylvania	254,662
2. New York	59,321
3. Virginia	46,087
4. New Jersey	39,319
5. Maryland	31,956
6. California	27,323
7. Texas	23,694
8. Ohio	18,900
9. Illinois	18,743
10. Florida	15,987

Meet Our Users

123K
Looking to buy autos, farm equipment, parts or services

170K
In the market to buy home & garden supplies and services

78K Looking for employment or hiring

73K In the market to buy or rent real estate

* Based on 2020 metrics

LANCASTERFARMING.COM BANNER ADS

BANNER ADS

Banner Ads are a great way to guarantee the amount of times your ads are viewed and clicked on. Ad design and performance report is included with your purchase. Are you a local company? We can deliver your ads to readers in a specific geographic region by state, county or zip code!

BANNER AD SIZES 728x90, 320x50, 300x250
FILE TYPE JPG, GIF, PNG, HTML5

REVEAL BILLBOARD

Be the first thing readers see on the website. The reveal billboard pulls down from the top of every page for each visitor. It displays across the full width of the site and only disappears as a reader scrolls through the content. Because of its consistent and prominent location, reveal ads achieve a higher click through rate compared to banner ads.

REVEAL BILLBOARD AD SIZES 1170x400, 800x250
FILE TYPE JPG or PNG

BANNER AD FAQs

What are impressions? An Impression is the term used for an ad being viewed or loaded on a computer or mobile device.

What if I do not have a digital ad or someone to design one? Our same staff that designs our print ads will take care of creating your digital banner ads free of charge.

How many impressions should I order? We suggest 20,000 impressions or more over a one month period but we can work with you to figure out what best fits your goal and budget.

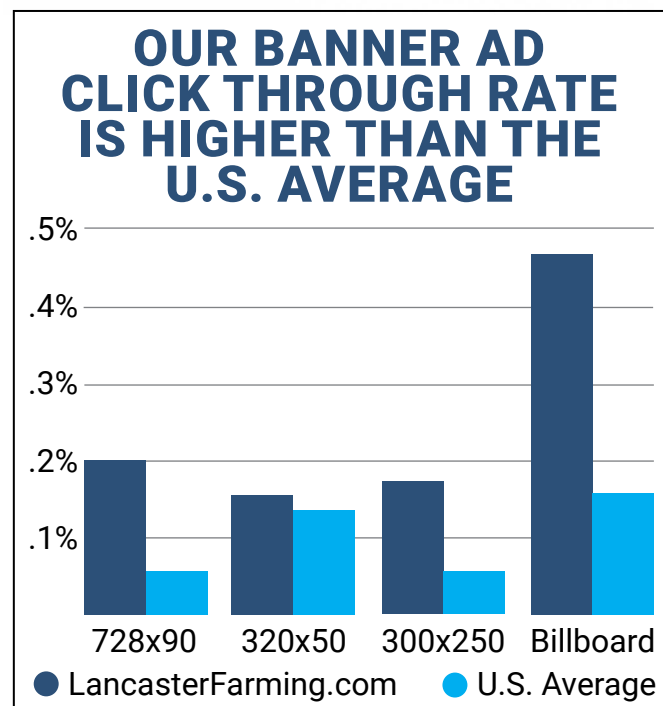
Where will my ads appear? Your ads will circulate through various locations on the LancasterFarming.com homepage and other pages on the website including articles with other ads that are running so they will not appear in one specific spot consistently.



Banner Ads



Reveal Billboard



Based on 2020 LancasterFarming.com click through rates.
U.S. average source: marketing.tucson.com/click-through-rates

LANCASTERFARMING.COM PAID CONTENT

LANDING PAGE

Don't have a website or have a special campaign or goal you are trying to reach? We can set up a landing page to help spread the word. Add your landing page website URL to your print ads or direct traffic from your social media pages and digital ads to your landing page. From there, your future customer can learn more information about your business that could not fit all in one place. Once it is up online, your landing page will stay up permanently.

COLLABORATIVE CONTENT

Educate readers on your industry and promote your business by having your own sponsored article on LancasterFarming.com. You can supply the article or our team will write it for you.

WHAT'S INCLUDED WITH YOUR COLLABORATIVE CONTENT:

- Option for the article to be published in Lancaster Farming newspaper for additional fee.
- Company name displayed in subheading plus logo, website and contact info at bottom of article.
- Your post will be live on the website's homepage for three 24 hour periods.
- All banner ads in the post are for your business for the three 24 hour periods.
- Content permanently hosted on the website.
- Can include video.

DIGITAL MARKETING AND VIDEO

DIGITAL DISPLAY ADS

Reach audiences across the web with targeted display advertising and remarketing. You can even reach mobile customers with advanced location-based targeting.

PAID SEARCH

Use paid search advertising to generate immediate leads or optimize your digital content for increases in organic search traffic.

SOCIAL MEDIA

Facebook, Instagram, Twitter. Reach precisely targeted audiences with paid campaigns.

DON'T HAVE A WEBSITE?

You can still run digital ads with us using the following options:



- **Landing Page**
A basic website our team can create.
- **Business Directory Listing (See pg. 6)**
A microsite for your business on LancasterFarming.com with any info or media you would like to include.
- **Printed Document** - We can take any document you have with your information and host it on our site free of charge.
- **Social Media Page** - Any social media page you would like to link to. If you do not have one, we can create a page for you.

EMAIL MARKETING

Let us target opted-in recipients by location, demographics and interest.

VIDEO PRODUCTION

LNP Studios give you high quality video at a reasonable cost. When you work with us, you get an experienced video production team that's ready to shoot at your location or in our state-of-the-art video studio in downtown Lancaster.

PACKAGES

- Package A: Brand Video** - Half-day on location
- Package B: Social Media Video** - 2 hours in studio

LANCASTER FARMING.COM BUSINESS DIRECTORY AND PODCAST ADS



BUSINESS DIRECTORY

When our dedicated readers are looking for top businesses in any ag-related industry they come to Lancaster Farming. The best way to be at the top of that list is by being featured in the Business Directory. We will host a 'microsite' on LancasterFarming.com for your company. This microsite can include any information or media you would like including videos, images and promotions. Your company's info will be displayed with other trusted featured businesses on our homepage and at the top of the Business Directory.

BENEFITS OF THE BUSINESS DIRECTORY:

- Business is connected with Lancaster Farming, the trusted source for ag-related sales and services for 65+ years
- Listing shows up on the first two pages of search engines such as Google and Bing
- Prominent placement on the website homepage and Business Directory page
- Business description and logo
- Location map and hours of operation
- Business category
- List of payments your business accepts
- Social media links
- Menu or product links
- Add events, images, videos and testimonials.

PODCAST SPONSORSHIP

Looking to reach customers in the hemp industry or selling hemp-derived products? Consider sponsoring the most popular national hemp podcast, Lancaster Farming's Industrial Hemp Podcast. We will work with you to create a script and produce the ad with recording and mixing included. When it's complete, we then distribute the podcast through multiple podcast platforms and publish to LancasterFarming.com with a link to your website which stays up permanently.

YOUR PODCAST SPONSORSHIP INCLUDES:

- Your choice of 30 sec. or 60 sec. recording
- Your ad can be heard at the beginning or middle of the episode (depending on availability) and will be read by the show's host
- We help you to write a message which maximizes your time & effectiveness
- All episodes & sponsor ads stay online permanently so they continue to attract new active listeners each and every day
- Each episode you sponsor will have a direct link to your website displayed on our site
- Our shows, and your message, will be distributed through iTunes, Spotify, YouTube, Stitcher, Castbox, Podcast Addict and more

EMAIL MARKETING AND E-EDITION ADS

EMAILED NEWSLETTER ADS

Lancaster Farming delivers the latest news articles to anyone that has subscribed to our email lists. There are several different emails sent out for different ag industries including beef, dairy, family, hemp, Mid-Atlantic Horse, poultry and our general headlines so you can choose whichever topic best fits your business. Reach thousands of subscribers daily, weekly or monthly and be the first thing they see when they open their email by sponsoring one of our newsletter emails.

WHAT'S INCLUDED WITH YOUR EMAILED NEWSLETTER SPONSORSHIP:

- Prominent ad placement at the top or bottom of the email with your ad linking to your website.
- Performance report included showing emails sent, open rate and CTR (click through rate) on your ad.
- Choice between monthly topical newsletters (beef, dairy, family, hemp, Mid-Atlantic Horse, poultry) or our general weekly headlines newsletter (usually consists of articles from A section of that week's paper).

NEWSLETTER AD SIZES
728x90

FILE TYPE
JPG or PNG

E-EDITION EMAIL ADS

Each Friday, we send an email notification to every print subscriber for whom we have an email address, with a link to that week's e-edition. When they open the email, your ad will be the first thing readers see before they jump in to read the latest edition.

E-EDITION EMAIL AD SIZES
725 or 350 x Any height

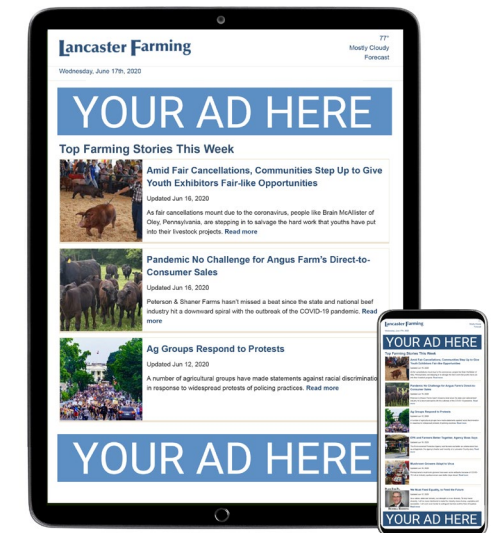
FILE TYPE
JPG or PNG

E-EDITION ADS

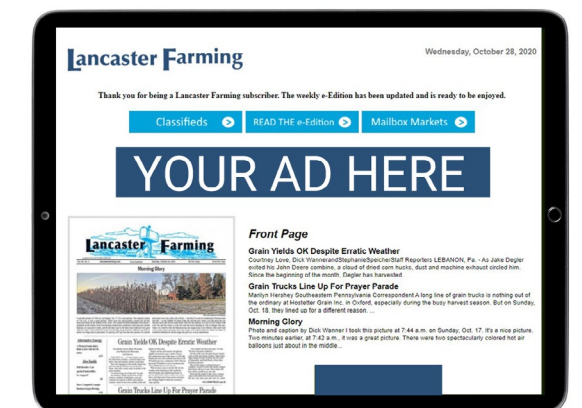
Place an ad on the pages of our e-edition, which is an exact replica of our printed newspaper.

E-EDITION EMAIL AD SIZES
728x90 or 300x250

FILE TYPE
JPG or PNG



Emailed Newsletter Ads



E-Edition Email Ads



E-Edition Ads

Lancaster Farming



LancasterFarming.com



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