



AGWIRED



AGWIRED.COM

1600 Skyview Dr. - Holts Summit, MO 65043, 573-896-5842 office & fax
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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.

ZIMM COMM
new media, LLC

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 AgWired?

AgWired is all about what’s new in the world of agribusiness. It’s a community of people either directly involved in agricultural marketing or having an active interest in the subject. The community includes all the website visitors, news feed subscribers, Twitter feed followers, Facebook friends, YouTube channel visitors and subscribers, Flickr photo viewers and ZimmNews e-newsletter subscribers. This is a very comprehensive community of everyone in the industry – including company, member organization, agency, media, farmer leaders and consumers.

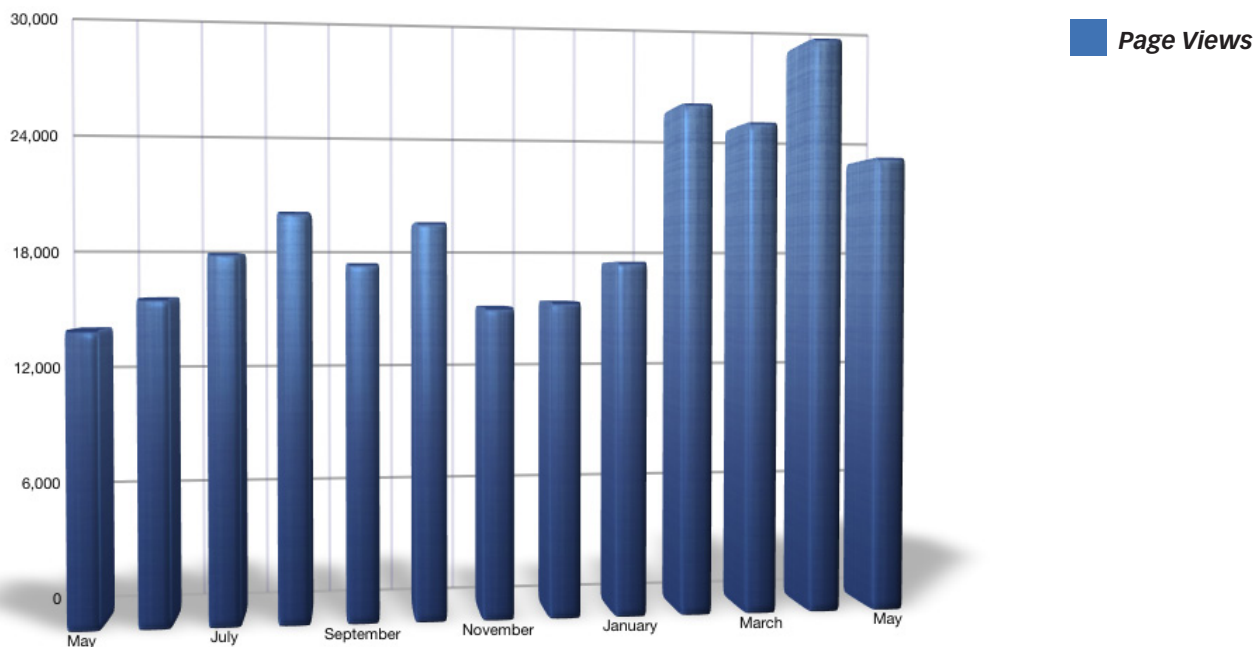
This industry news website takes a very personal approach at looking at what’s going on in marketing today and in the industry. Chuck Zimmerman is the primary editor but there are a growing number of contributors that includes several well known individuals in the business.

On AgWired, you can learn about new media applications, see photos from most major ag events and see and hear interviews with leaders in agricultural marketing. A weekly feature of AgWired is the ZimmCast. This weekly podcast has been produced since 2005 and was one of the original agriculture industry targeted podcasts.

Website Statistics

Since late 2004, AgWired editors have written more than **6,400 stories**. In addition, there are more than **1,200** approved **comments** from visitors posted to the site, showing a high level of interactivity with the audience. The AgWired team has conducted and published over **1,100 audio interviews** on a variety of agribusiness industry topics and published more than **500 video clips**.

The website has grown to over 11,000 unique visitors with 15,000 visits and nearly 30,000 page views as of May 2009. In addition, there are **(300) subscribers** to the AgWired news feed and more than **(54)** other websites are re-publishing AgWired news. The website is also distributed via Twitter feed on which there are currently over **1,200** followers, and that number continues to increase as the use of this social networking tool grows.



Banner Advertising

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

3 months: \$750 per month

6 months: \$500 per month

9 months: \$375 per month

Creative Services

- On-Location Production – including photography, audio and video
- Live Event Coverage on client web sites and or ZimmComm web sites
- Consultation – social media marketing

\$1500 per day plus expenses

AgWired Sponsor Program

Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra. Sponsorship will be category exclusive.
- 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 weekly ZimmNews e-newsletter.
- Sponsor will receive voiced tag in weekly ZimmCast podcast.
- One Talking News Release (value \$900). Includes audio interviews, writing and distribution to ZimmComm's national agribusiness editor list.

Total Sponsorship: \$15,000

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

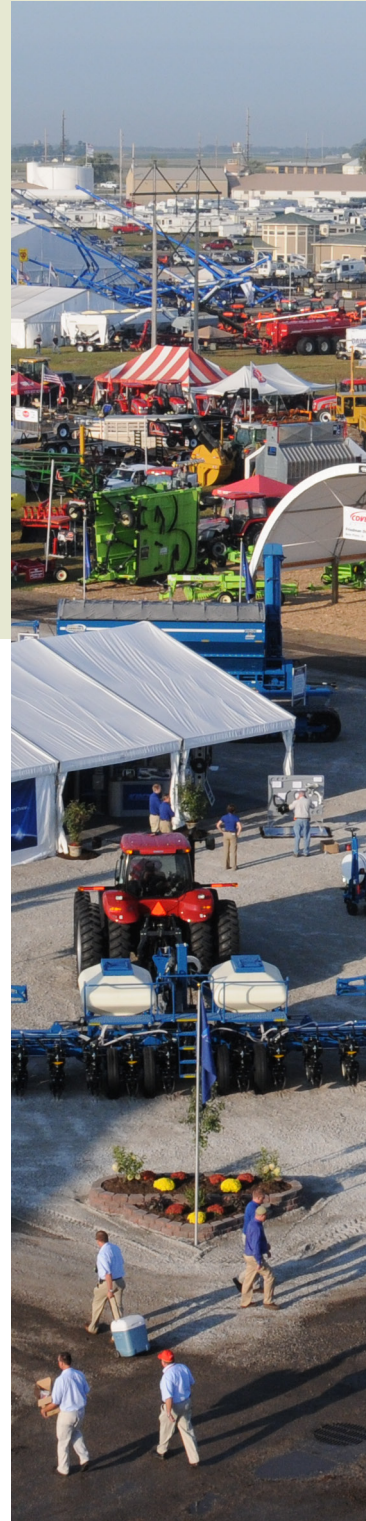
AgWired Partner Program

Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra. Sponsorship will be category exclusive.
- 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 weekly ZimmNews e-newsletter.
- Sponsor will receive voiced tag in weekly ZimmCast podcast.
- One Talking News Release (value \$900). Includes audio interviews, writing and distribution to ZimmComm's national agribusiness editor list.
- 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: \$25,000

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



Sales inquiries should be directed to:

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