

Feed & Grain IPPE SHOW DAILY NEWSLETTER

Feed & Grain will be reporting news and education resources from the virtual IPPE event! Advertising opportunities are available **Tuesday – Friday, January 26-29!** Reach over 11,700 decision-making upper-level management at feed mixer/dealers, feed/premix manufacturers, pet food manufacturers, grain elevators, and processors.

PRODUCT SPOTLIGHT ADS

Show the products you had intended to have in your booth! Digital exposure within the newsletter and feedandgrain.com.

- Pick the day: Tuesday, Wednesday, Thursday, or Friday
- Ad rate: \$500 net/day
- Image and up to 4 bullet points of descriptive text
- Products will be tagged and served within our online buyer's guide for the year!

BRAND ADVERTISING WITH BANNER ADS

Drives brand recognition and traffic to your site!

Banner 1 (600 x 155 jpg, gif or png)	\$800 net/week
Banner 2 (600 x 155 jpg, gif or png)	\$700 net/week
Banner 3 (600 x 155 jpg, gif or png)	\$600 net/week
Banner 4 (600 x 155 jpg, gif or png)	\$550 net/week
Banner 5 (300 x 250 jpg, gif or png)	\$500 net/week

Week = banner present each day of deployment Tuesday - Friday.

The screenshot shows a newsletter layout with the following elements:

- Banner 1 (600 x 155):** Located at the top, above the newsletter header.
- Header:** Includes the Feed & Grain logo, the date "January 29, 2020", the text "Industry Watch: IPPE Daily", and social media icons for Facebook, Twitter, LinkedIn, and RSS.
- Article:** "AFIA Announces Winners of Friend of Pet Food Award" with a small image of a pet food bowl. The text states: "Recognizes individuals who have made significant contributions to support pet food industry READ MORE".
- Banner 2 (600 x 155):** Located below the article.
- Two Articles:**
 - "The Importance of Tracing Grain from Seed to Processing" with subtext: "Consumer expectation requires knowing each step of the trail READ MORE".
 - "Layn Extracts Shown to Improve Poultry Performance" with subtext: "Researchers reported continuous improvements in the growth and performance of chickens READ MORE".
- Banner 3 (600 x 155):** Located below the articles.
- Section: FG News & Briefs**
 - Image of a hand holding a smartphone.
 - Text: "CEI Pacer, Warren Mfg. Merge", "Feed Mill Facility Input Wanted for ISO Standards", "2020 IPPE Silent Auction to Benefit Atlanta Community Food Bank".
 - Text: "IPPE Offers Interactive Mobile App" with subtext: "Helps keep track of your day's activities, find exhibitors READ MORE".
 - Text: "Cargill's Diamond V Expands Production Footprint", "Walinga Introduces New In-Cab Control System for 'SMART' at IPPE".
- Banner 4 (600 x 155):** Located below the news section.
- Section: FG Buyers Guide**
 - Image of a yellow extruder.
 - Text: "Series 9000 Extruder Insta-Pro International".
 - Image of a roll screener.
 - Text: "Gentle Roll Screener IBM Manufacturing".
 - Banner 5 (300 x 250):** A blue rectangular banner located to the right of the extruder and screener images.

REACH 11,700+

Show products while driving brand recognition and traffic.