Commodity Banner Advertising

Crop advisors and applicators specify, recommend, and influence the purchase of millions of dollars of crop inputs each year. Reach these professionals on a targeted basis as they login to their Agrian Advisor or Agrian Grower accounts.

How it works:

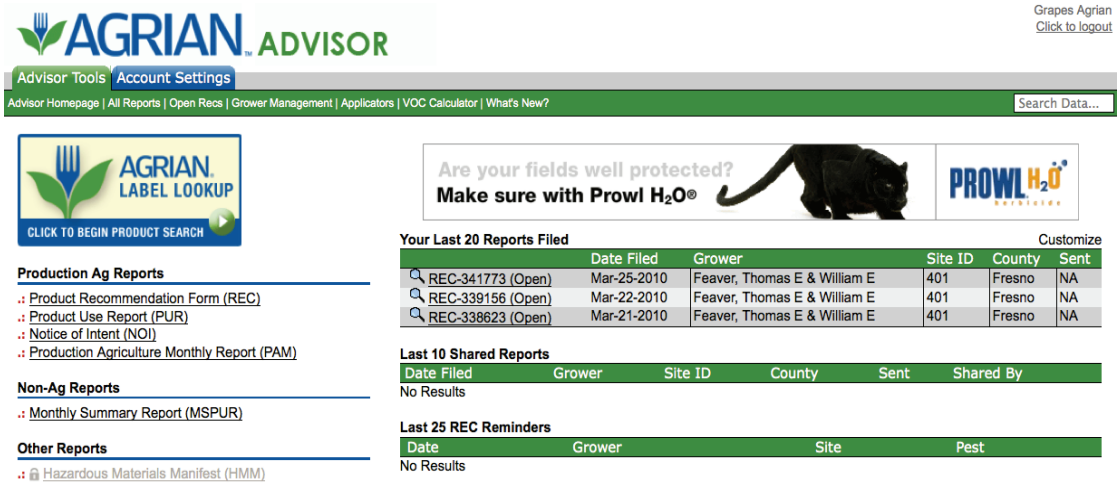
- Advertisers purchase banner ads and reach three different types of decision makers: Growers, Crop Advisors and Applicators
- Banner ads grab the user's attention prior to the user writing the product recommendation
- The user has the opportunity to click-through to learn more about the product
- This type of banner ad allows the advertisers to influence decision makers on a daily basis on the specific crops they influence
- Banner ads deliver a targeted message: **by month and by the commodity** the crop advisor, grower or applicator influences

  Commodity options: Alfalfa, Berries, Citrus, Corn, Cotton, Grapes (all), Nuts, Potatoes, Rice, Small Grains, Tomatoes, Tree Fruit, and Vegetables

- Provides an easy way to effectively measure advertising ROI
- Provide real-time up-to-date product information
- Expand your reach with measurable results

Spotlight versus traditional advertising:

- Targeted ads directed at decision makers in the crops they influence
- Traditional advertising provides very few means of determining effectiveness while Agrian Spotlight Advertising provides metrics
- Banner ad content can be changed at a moment's notice



For more information on how Agrian's Spotlight Advertising can help raise product awareness and help grow your business, please call 559.437.5700 or visit our website.

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