



Online advertising has become a very important part of the marketing mix—and www.hpj.com has become a leader among Ag web sites. With the push toward integrated media programs, the online products to compliment the print version bundle together into a valuable—and effective—advertising package.

Why www.hpj.com is one of the best sources for Ag news online:

- Over 300,000 pages of article archives
- Unique editorial from award-winning staff
- Largest farm & ranch classifieds
- Current market reports
- In-depth features on Ag production & marketing
- Ag, livestock and travel directories

Statistics		<i>based on 30 day average - June 2007</i>
Hits	Total Hits	5,741,085
	Average Hits per Day	189,972
Visitors	Total Visitors	116,827
	Average Visitors per Day	3,865
	Average Time Spent	17 minutes
	Average Page Views per Visitor	17.2
	Number of Visitors Bookmarked web site	29,477
Uniq IPs	Total Uniq IPs	35,960
Page Views & Downloads	Total Page Views	2,009,261
	Average Page Views per Day	66,486

Pricing

Run of Site (all pages) \$2,500/month
Commodity or Livestock Pages \$30/thousand views
 Livestock Page - Corn Page - Wheat Page - Soybean Page - Sorghum Page - Cotton Page

Advertising Specifications

Banner Ad – 468 pixels wide x 60 pixels tall
Tile ad – 180 pixels wide x 200 pixels tall
 Ad format: RGB, indexed 256 colors, 72 dpi, GIF format.

Ad System Manager

Track page views and click-throughs on your ad.
 Site: www.hpj.com/adsystem/index.cfm
Log-in and password must be obtained from Director of Consumer Marketing.

Advertising Material Submission

Upload art to: www.hpj.com/uploadWebArt.cfm
 Send to: High Plains/Midwest Ag Journal - Attn: Todd Fuller
 P.O. Box 760 - Dodge City, KS 67801
 Ph: 1-800-452-7171, x1877 - Fax: 620-227-9010 - Email: tfuller@hpj.com