

# 2013 MEDIA KIT



## OUR ONLINE PUBLICATIONS:

AGWIRED • DOMESTIC FUEL • PRECISION PAYS • WORLD DAIRY DIARY



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# ZIMM COMM

NEW MEDIA, LLC

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ZimmComm New Media, LLC was founded in 2004 by Chuck and Cindy Zimmerman to bring the evolving communications tools of social media to the agribusiness industry.

The husband and wife team have covered all facets of agribusiness for over 30 years, starting upon graduation from the University of Florida in 1980 with degrees in broadcasting. Chuck & Cindy are award winning agricultural journalists who have covered agriculture throughout the southeast and the Midwest for major agricultural radio networks. They are members of the National Agri-Marketing Association, National Association of Farm Broadcasting, American Agricultural Editors Association, Livestock Publications Council, International Federation of Agricultural Journalists and National Press Photographers Association.

The company owns and operates four main online publications related to the agribusiness industry – AgWired, Domestic Fuel, Precision Pays and World Dairy Diary. All four offer a variety of advertising and promotion opportunities for companies and organizations wishing to target specific audiences in agriculture or renewable energy.

ZimmComm has pioneered the new media specialty of “event blogging” – which includes multi-media coverage of any type of event from a workshop to a major convention. The ZimmComm team covers nearly every major annual agricultural event held nationwide, from the American Farm Bureau Federation annual meeting in January to the National Agricultural Aviation Association convention in December – and everything in between. Some event coverage is through the organization itself but most is provided by one or more sponsoring entities that receive tags in all posts as well as dedicated interviews on site.

ZimmComm event coverage includes high resolution photography with all photos provided to clients immediately. Over 80,000 ZimmComm photographs are archived in Flickr photo album sets and many have been featured in newspapers and print publications.

ZimmComm services include training, consulting, website design, podcasting and content development for companies and organizations within the agriculture and renewable energy industries. The company also operates a customized news release production and distribution business called AgNewsWire which specializes in press releases with audio distributed to more than 1,200 agricultural journalists.

In addition to Chuck and Cindy, ZimmComm has a team of freelance experts and reporters who provide various services including on-site coverage, writing, and website development. The company is headquartered near Pensacola, Florida and the beautiful beaches of the Gulf of Mexico.

## ZIMMCOMM ONLINE PUBLICATIONS



### **AgWired.com**

Launched in August of 2004, AgWired was the first on-line publication of its kind targeting agriculture, agribusiness and agri-marketers. The website features news, photos, audio interviews, video and coverage of nearly every major agricultural event in the nation each year. AgWired also offers a weekly podcast – the ZimmCast – featuring long form interviews with a variety of individuals in the agribusiness community. The weekly ZimmNews e-newsletter featuring links to the most recent posts is sent to a subscriber base of over 5,000. AgWired has an open source policy, allowing and encouraging other news sources to use all materials posted, including photos and audio files. AgWired has a loyal following of readers and logs about 15,000 unique visitors per month. As all ZimmComm websites, AgWired is registered with Google News and is highly search engine optimized.



### **DomesticFuel.com**

Domestic Fuel was launched in September of 2005, primarily as a news source for the ethanol and biodiesel industries. It quickly grew to include all alternative energy sources, including wind, solar, hydrogen, biomass, propane and more. Since 2006, Domestic Fuel has provided coverage for the National Biodiesel Conference, posting and maintaining a separate blog for that event, and since 2007 we have partnered with the Renewable Fuels Association to bring extensive coverage of the annual National Ethanol Conference. Domestic Fuel has its own monthly podcast and weekly e-newsletter, as well as a Twitter feed. We also feature regular book reviews by renewable energy reporter Joanna Schroeder.



### **PrecisionPays.com**

Launched in February 2007, Precision Pays is devoted to providing news and information about the latest in farming technology and innovation, covering annual events like the National Farm Machinery Show, Commodity Classic, Farm Progress Show and more. In addition to the equipment and technology aspect of farming, Precision Pays offers information on biotechnology, nitrogen management, soil conservation, and control of herbicide-resistant weeds. Other semi-annual events covered on Precision Pays include AGCONNECT Expo, InfoAg Expo, and the International Conference on Precision Agriculture. Precision Pays also features a monthly podcast and e-newsletter.



### **WorldDairyDiary.com**

World Dairy Diary was started in 2005 specifically to cover the World Dairy Expo, and while this remains the premier event for the website, information important to the dairy industry is posted year round. This on-line publication also offers a monthly podcast called “The Milking Parlor” and a monthly e-newsletter sent to industry professionals. The top dairy states of California, Wisconsin, New York, Pennsylvania and Minnesota are the states with the largest number of visitors to WDD.

### **Social Media**



ZimmComm has been a leader in the social media world for agriculture, first in the use of blogs as a fast and simple news distribution vehicle, and then in rapid adoption of Facebook, Twitter, YouTube, Flickr, and other social networking tools. Chuck as @agriblogger has developed a significant Twitter following (7,780 followers) and was one of the founding board members of the AgChat Foundation. Cindy has her own following (2,530 followers) as @farmpodcaster and all of the ZimmComm on-line publications have Twitter feeds that send tweets of every story as soon as it is posted. There are also RSS feeds for all websites, an AgWired mobile service and an app for iPhone, iPad, iPod Touch and Android platforms that allows easy access to every site, as well as ZimmComm YouTube and Flickr channels.

## ZIMMCOMM SERVICES, STATS AND RATES

Statistics for ZimmComm websites are constantly changing and growing. Because the sites all include Twitter accounts, Facebook pages, mobile applications, RSS feeds and widget installs on other websites, it is difficult to get an accurate accounting of all eyeballs that view posted content. Below is a simple summary of Google Analytics stats for each website from November 1, 2011 to October 31, 2012 – as well as Twitter followers and newsletter list.

	<b>Visits</b>	<b>Unique Visitors</b>	<b>Page Views</b>	<b>Twitter</b>	<b>Newsletter</b>
AgWired	169,500	134,000	278,600	3,200	5,200
DomesticFuel	225,500	162,000	309,500	2,100	2,500
PrecisionPays	48,100	34,400	66,600	560	600
WorldDairyDiary	80,500	72,300	116,300	2,570	850

## BANNER ADVERTISING AND WEBSITE SPONSORSHIPS

Advertising on all websites includes unlimited creative changes and can include extras such as sponsorship of podcasts or e-newsletters, dedicated story posts, or event coverage for an additional fee.

Premier level sponsorship of website is a 12 month package that includes all of the following: Banner ad on home page with unlimited creative change; 2-4 dedicated sponsor posts per month, plus posting of all relevant news releases; company or organization category link on website; Banner ad in weekly/monthly e-newsletter and voiced tag in podcast; Two days of event coverage (expenses billed separately) – additional days billed at regular day rate.

	<b>Per month cost</b>				<b>Premier Sponsor Pkg.</b>
	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>	
AgWired	\$1100	\$950	\$850	\$750	\$22,000
DomesticFuel	\$1100	\$950	\$850	\$750	\$22,000
PrecisionPays	\$800	\$750	\$700	\$650	\$10,000
WorldDairyDiary	\$600	\$550	\$525	\$500	\$10,000

## OTHER SERVICES

On Location Production (Event Blogging):

\$1800 per day plus expenses

Includes photography, audio interviews, web-quality video as applicable, and posting on relevant sites.

AgNewsWire releases sent to 1742 agricultural reporters and farm broadcasters:

Text only: \$500 Text with audio: \$900

(Other customized reporter lists are available.)

Consulting/training, website development, hosting and management, writing, blog posting, audio interviews, production and editing, social media development and management – all priced on a per project basis.

Special package discounts are available for advertising on multiple sites and/or as part of an on-site services package. Please contact our sales office for a custom quote.

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