

### Your look, your design

Our proprietary online Customer Relationship Management software tool allows you to incorporate your unique design. Maintain your brand, maintain your look, maintain your message. But you can have the best of both worlds—if you would like design help, assistance with multimedia enhancement or social network marketing, our consultants are available to you.

# Target key audiences through AgNewscenter.com

### Save printing and postage.

AgNewsCenter provides the subscriber company or organization the ability to send enewsletters, e-news releases or targeted direct email to their own members, customers and member/customer prospects.

### Accountability. Traceability.

AgNewsCenter allows users the ability to send targeted & traceable direct email, e-news release and e-newsletter communications. It includes specific tracking links that measure who opens the email and when, records hyper-link click-throughs, and allows the user to pull the complete contract records (name, address, phone, fax, email, etc.) of each of these individuals into new lists to ease individual or group follow up communication—via phone, email, fax or direct mail.

### Easy transition.

Existing contact lists are easily uploaded onto the site for one-click distribution.

### Content assistance available.

Text, audio and video content consultants are available to help customize and personalize your e-news or email messages.

### Extremely affordable.

Flat-fee based on unlimited usage. Subscriber agreement details available upon request.





# ...the news release distribution service for agriculture

### Solutions for reaching agriculture audiences

CCI Marketing can provide you with a suite of services for reaching today's agriculture audiences, whether your own key contacts or our media list of over 1,200 opt-in editors, reporters and broadcasters covering agriculture and food issues and events.

### AgNewsCenter

Your customized e-newsletter and targeted direct e-mail can be sent with ease with 24/7 access. Then track your results with easily interpreted reports that make follow up a breeze.

### AgPR.com

AgPR is your news release distribution service for reaching journalists covering agricultural technology and food issues.

Your suite of agricultural communications options. com is the news release distribution for agriculture.

AgNewsCenter, (<u>www.AgNewsCenter.com</u>) is a proprietary CCI Marketing online Customer Relationship Management (eCRM) software tool used to send e-newsletters, e-news releases and targeted direct e-mail. AgNewsCenter is accessible on the internet 24/7 using your unique login and password.

AgPR is one of the tools of AgNewsCenter. It serves companies who wish to deliver their news to more than 1,200 leading editors, broadcasters and online writers who report on new developments in food and agricultural technology.

Launched in 1995 with distribution to just 37 members of the media, AgPR has experienced more than a 30-fold increase in "opt-In" media subscribers. The current "opt-In" media subscriber breakout is about 75 percent print, 15 percent broadcast and 10 percent online journalists. It reaches members of the American Association of Agricultural Editors (AAEA), National Association of Agricultural Journalists (NAAJ), International Federation of Agricultural Journalists (IFAJ), National Association of Farm Broadcasters (NAFB), and online reporters for major food and agricultural websites.

When warranted, releases are also submitted to other media outlets, including technology, computer and/or e-commerce reporters, broadband reporters, and biotechnology editors.

# ag new scenter.com

CCI MARKETING agrimarketing | c-business consulting

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Now Available. Reach all daily and weekly newspaper business editors in the USA. No extra charge for up to 3state coverage.

AgPR clients have generated coverage on most agricultural trade press and the AP newswire service and in major market newspaper business sections including NY Times, London Financial Times, Chicago Tribune, Los Angeles Times, Minneapolis Tribune, Christian Science Monitor, Business Week, Time, Newsweek, Fortune, Forbes, Wired, Bloomberg, etc. Ask for a quote, based on the number of releases you plan to send in a year.

Compare to PRNewswire at three times the cost, minimum, depending upon the length of the news release and the number of circuits it's sent to. At just \$480 for a single release, AgPR.com is a very cost-effective complement to PRNewswire or BusinessWire if you choose to also continue to send your release via one of their distribution circuits. Or, we can even take care of sending your release through these multiple services for you.

Our annual subscription package offers 24/7 online enews release distribution via AgNewsCenter, our eCRM online software. Subscribers may send releases 24/7 to the AgPR.com e-database AND editors at daily newspapers and weekly newspapers.

# Your Pathway tO Success

It's no longer a question of whether you can afford to incorporate a publicity program into your company's marketing strategy...in today's world, you'll pay a higher price if you don't.

Let CCI Marketing do the hard work for you. We can help you distribute your message through your existing e-newsletter to your contact list with ease. Need design help? Need to expand on your audience? Wondering how to use social networking to multiply your impact? We have the answers for you. And if media who report on food and agricultural technology are a part of your media plan, we can deliver over 1,200 opt-in media professionals who routinely cover issues relating to agriculture and food technology. You even have the option of asking us to write your media release for you.

No matter your

communications distribution needs, CCI Marketing has the solutions to make your project a success.



Ag Alert Ag Biotech Reporter AgCareers eNews Ag Day-TV Ag Dealer.com Ag Executive Ag InfoLink Ag Journal Ag Lender Ag Online AgProfessional Ag Vision-TV AgWeb.com Ag Week AgriBusiness Fieldman Agriculture Online AgriFood Innovations Agri Marketing Agri News (MN) Agri-News (MT) AgriSurf Agristar.net Agri Talk Agri-View Alabama Farmer Alberta Beef Magazine Alberta Crops & Beef Alberta Murray Grey Assn. Angus Assn. Angus Journal Angus Beef Bulletin American Ag Network American Agriculturist American Angus Assn. American Banker American Brahman Breeders Assn. American Chianina Assn. American Dairy Farmer American Farriers Journal American Fruit Grower American Gelbvieh Assn. American Guernsey Association American Hereford Assn. Amer-Intl Charolais Assn. American Jersey Cattle Assn. American Simmental Assn. American Small Farm American Vegetable Grower American Vineyard Apply Arizona Republic Associated Press Aust. Highland Cattle Society Aust. Poll Hereford Society Area 13 Brahman Breeder's Barron's Online Beef Business Bulletin Beef Today Beef / Western Beef Producer Beef and National Hog Farmer Beefmaster Breeders United Belgian Blue Herd-Book Belted Galloway Soc. of USA Better Farming Better Crops, Potash & Phosphate Big Pasture News Billings Gazette Bison World Bismarck Tribune

Bizjournals.com Bloomberg Bloomington Pantograph Bovine Veterinarian Magazine Brahman Journal Brangus British Belgian Blue Cattle Soc. British Piemontese Cattle Soc. British White Cattle Assn. of USA Buckeye Farm News Business 2.0 Business Edge Canada Business Week CALF News California-Arizona-Texas Cotton California Dairy California Farmer California Grower California Holstein Assn. California Vegetable Journal Canadian Aberdeen Angus Canadian Blonde D'Aquitaine Assn. Canadian Cattlemen – The Beef Magazine Canadian Hereford Assn. Canadian Limousin Assn. Capital Agricultural Press (PNW & CA) Capitol Press Online Carolina Farmer Carrot Country Cattle Buyer's Weekly Cattleguard Cattle Today CBS Market Watch Central Valley Farmer Central Washington Press Champaign News-Gazette Charolais Connection Chicago Daily Herald Chicago Tribune Citrograph Citrus Industry Magazine Citrus & Vegetable Magazine Citrus West CNET News.com Colorado Farmer Computer World Corn and Soybean Digest Corn Farmer Cotton Farming Cotton International Country Roads Network Country Folks / Farm Chronicle Country Folks Grower Country Today Country World Newspaper Cooperative Farmer Cooperative Partners Cooperate Profiles Cotton Grower Crop Decisions Crop Life Crop Life Technology Crop News Weekly Crop Production Magazine Crop Production Manager Crop Protection Reference Daily Oklahoman Dairy Business Communications Dairy Farmers of America Dairyline Radio

Below you'll find a sampling of "opt-in" media outlets included in our AgPR media outlet e-database. There may be more than one journalist at a media outlet who are among the more than 1,200 print, broadcast & online journalists who have asked to receive agrelated news via AgPR.

If you wish, we can also send your e-news release to the business editors at all daily newspapers and editors at all weekly newspapers in the US. You may also choose to make selections by region or state.

Dairy Producer Dairy Profit Weekly Dairy Herd Management Dairy Today Dakota Farmer Dallas Observer Dealer & Applicator Delta Agricultural Digest Delta Farm Press Desert News Des Moines Register Doane's Agricultural Report Doane's News Service Dow Jones News Service Drovers Journal e-Business Advisor EComWorld e-Commerce Business Elko Daily Free Press Early Market News Emerging Technologies Intrepreneur.com Farm And Dairy Farm Bureau News Editors Farm Business Communications Farms.com Farm Equipment Guide Farm Equipment Magazine Farm Forum Farm Industry News Farm Journal Farm News Farm Progress Publications Farm & Ranch Guide Farm Show Farm Talk Newspaper Farm Times Farm World Farmers' Advance Farmer's Digest Farmers Hot Line Farmers' Market Today Farmers Weekly Review Farming For Profit Farming On Track (Caterpillar) Farming, The Journal of Northeast Agriculture Intl. Brangus Breeders Assn. Farmland Industries Farming Magazine Fast Company Fastline Federal Computer Week Feed & Grain Feed International FEEDINFO FEED-LOT Magazine Feed Management Feedstuffs Fertilizer International Fertilizer WEEK FFA New Horizons Financial Services Online Floriculture International Florida Agriculture Florida Entomologist Florida Farmer Florida Grower Forbes Forrester Research Fort Worth Star Telegram

Four Corners Business Journal Fresh Cut Fresno Bee Fruit Growers News Gelbvieh Assn. of Alberta Georgia Farmer Global Produce Good Fruit Grower GPS World Grain Journal Grain News Grainnet.com Grape Grower Grapes Grass & Grain Green Markets GreenMarkets.pf.com Green Profit Greenhouse Grower Greenhouse Product News Growertalks Magazine Gulf Coast Cattleman Hay & Forage Grower Hereford World High Plains Journal Hoard's Dairyman Hoard's West Holstein World Hoosier Ag Today (IN) Houston Chronicle Idaho Business Review Idaho Farmer Stockman Idaho Press Tribune Idaho Statesman Illinois Agri-News Illinois Farmweek Illinois Jersey Journal Indianapolis Star Implement & Tractor Industry Avicola Indiana Agri-News Indiana Prairie Farmer Indianapolis Star Internet Daily Internet Week Industry Week Intl. Texas Longhorn Assn. Investors Business Daily Iowa Farm Bureau Spokesman Iowa Farmer Today Iowa Holstein Assn. Iowa Pork Producer Iowa Soybean Review Jersey Canada Jersey Journal

Journal of Applied Comm. Journal of Dairy Science



Journal of Extension Journal of Animal Science Junior Beefmaster Breeders Assn. Just-Food.com Kansas City Kansan Kansas City Star Kansas Farm Bureau's Kansas Living Kansas Farmer Kentucky Farmer Kiplinger Agriculture Letter LA Farmer Los Angeles Times Lancaster Farming Le Bulletin des Agriculteurs Limousin World Linder Farm Radio Network (MN) Livestock Market Digest Livestock Weekly London Financial Times Louisiana Farm Bureau News Louisiana Farmer Market Watch Maryland Farmer Meat International MeatNews.com Memphis Business Journal Meatingplace.com Meat, Marketing & Technology Meat Processing International Memphis Business Journal Michigan Farm News Michigan Farmer Michigan Milk Messenger MidAmerica Farmer Grower Midwest Dairy Business Midwest Marketer Midwest Messenger MidSouth Farmer Minneapolis Star Tribune Minnesota Farmer's Guide Minnesota Holstein News Mississippi Farm Bureau's Farm Country Mississippi Farmer Missouri Beef Cattleman Missouri Farm Bureau's Show Me Missouri Farmer Today Missouri Soybean Farmer Missouri Ruralist MIT Technology Review Modesto Bee Montana Farmer Stockman Montana Standard Moscow-Pullman Daily News Mountain West Turf NAFB Radio Networks (14 w/ 3305 stations) Red River (Valley) Farm Network – RRFN NAFB Single Radio Stations (52) National Conservation Tillage Digest National Hog Farmer

National Post NCBA Magazine Nebraska Cattlemen Nebraska Farmer Nebraska Holstein News Neighbors/Friends & Family Net Profit (LFT) New England Farmer New Mexican Stockman New York Times Newsweek No-Till Farmer North American Limousin Foundation North Dakota Stockman Northeast Dairybusiness Northern Ag Info Network Nut Grower Ohio's Country Journal Ohio Farmer Oklahoma Farmer-Stockman Omaha World Herald Onion World Online Banking Report Online Farmer Ontario Beef Farmer Ontario Dairy Farmer Ontario Farmer Ontario Hog Farmer Ontario Milk Producer Ontario Poultry Farmer Ontario Produce Farmer Oregon Farmer-Stockman Pacific Nut Producer Pennsylvania Farmer Pennsylvania Holstein Assn. PIG International Pig Progress PORK Pork Mail Pork Report Potato Country Potato Grower Poultry International Poultry Times Powerfarm.com Prairie Farmer (IL) Prairie Grains Prairie Star Precision Ag Buyer's Guide ProFarmer Progressive Farmer Raleigh News Observer Red Angus Assn. of America Red Bloodlines RFD-TV Reno Gazette Journal

Rice Farming Royal Jersey Society Rural Builder Rural Press Ltd Sacramento Bee Salers Assn. of Canada Salt Lake Herald Tribune San Antonio Express News San Francisco Chronicle San Jose Mercury News Santa Barbara News Press Santa Fe New Mexican Scottsdale Tribune News Seattle Times SeedQuest Seed Today Seed World Sioux Falls Argus Leader Small Farm Today Smart Business South Dakota Holstein News Southeast Agricultural Digest Southeast Farm Press Southeastern Peanut Farmer Southwest Farm Press State Banker Publications Stock Journal Stockman Grass Farmer Stockton Record St. Paul Pioneer-Press Successful Farming Successful Farming Radio Network Supermarketworld.com Technology Review Tennessee Farmer Texas Agri-News Texas Agriculture Texas Cattlefeeder's Assn. Texas Farmer-Stockman The Breeder The Business Journal The Cattleman Magazine The Champaign News Gazette The Commercial The Country Today The Delmarva Farmer The Denver Post The Farmer The Furrow (John Deere) The Grower The Hog Producer The Land (MN) The Nevada Rancher The Oregonian The Packer The Peanut Farmer

The Peanut Grower

The Standard



Reporter and Farmer

The Sugar Producer The Sugarbeet Grower The Sunflower The Tomato Magazine The Valley Potato Grower The Western Dairyman Today's Farmer Top Producer Tree Fruit Triangle Business Journal Tri-State Livestock News Tri-State Neighbor Tulare Advance Register Upside Today US Farm Report - TV U.S. Jersey U.S. News and World Report USA Today Vance Publishing Vegetable Vegetable Growers News Vegetable West Virginia Farmer Visalia Times Delta Wallace's Farmer Washington Farmer Stockman Watt Poultry USA Western Beef Producer Western Cowman Western Dairybusiness Western Dairyman Western Farm Press Western Farmer-Stockman Western Fruit Grower Western Livestock Journa Western Producer Wines & Vines Wisconsin Agriculturist Wisconsin Agri-View World Poultry World Grain

# Benefits

### OPT-IN Media lists

Reporting on food and agriculture daily

# ACTIVE Journalists

Self-selected media database of active print, broadcast and online journalists

# ONE-STOP Distribution

To help you cover all the bases

# TRACKING Publicity

Services available upon request

### FOLLOW UP On Key Media

Upon request to maximize coverage

### REPORTS E-mail opened

Simplifies follow up

# HYPERLINKS Reported

See which media are most interested in your messages

MARKETING

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CCI