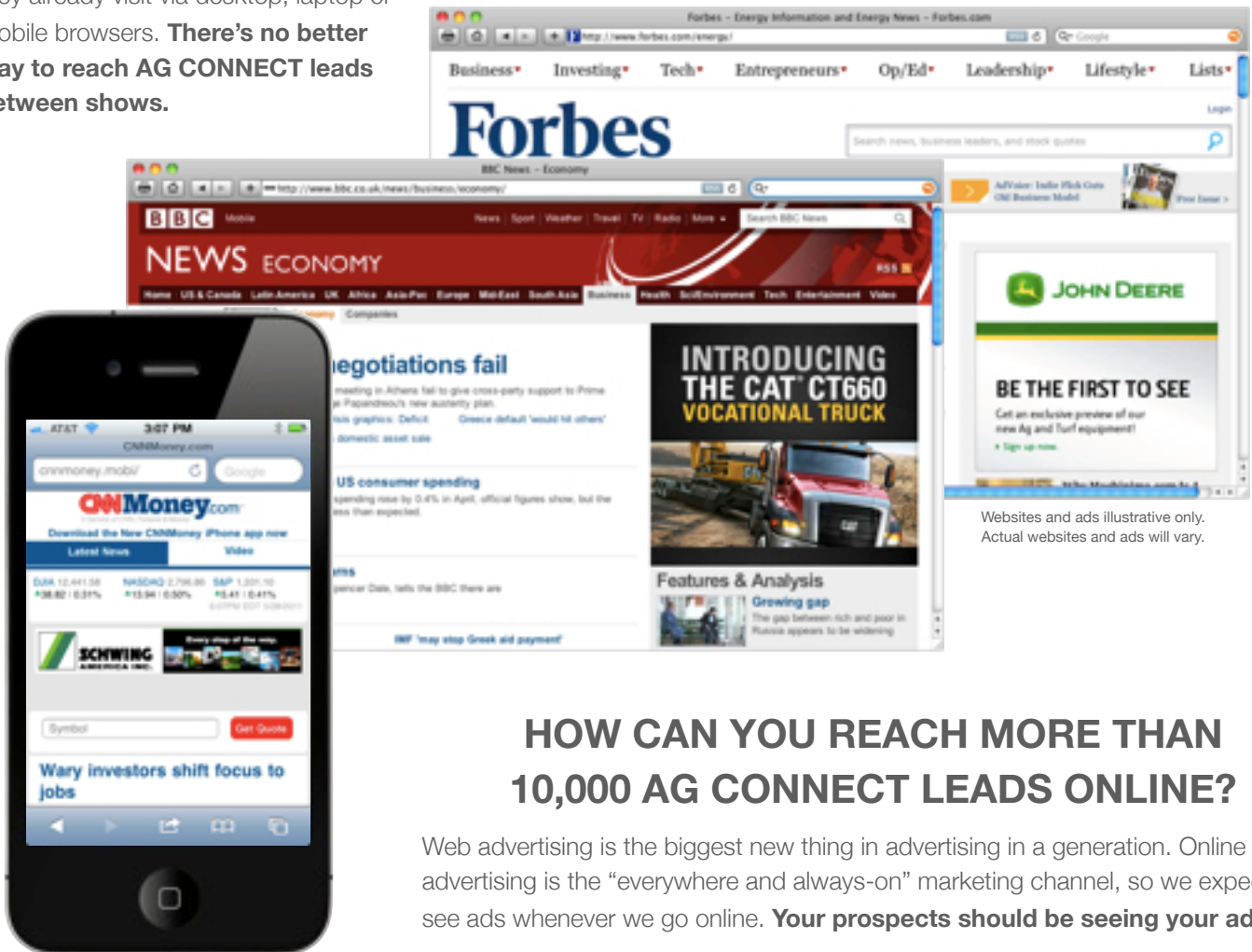




‘Smart Ads’ from AEM let you advertise online to AG CONNECT leads—even between shows.

AG CONNECT IS THE BEST WAY TO REACH QUALIFIED LEADS

But AG CONNECT lasts only a few days and it’s just not possible to meet everyone. Now you can advertise year-‘round to the very same audience—wherever they go online—with **Smart Ads** from AEM. You know your banner ads will reach qualified leads because the targeting comes from AEM. Your custom banners reach prospects on hundreds of websites they already visit via desktop, laptop or mobile browsers. **There’s no better way to reach AG CONNECT leads between shows.**



Websites and ads illustrative only. Actual websites and ads will vary.

HOW CAN YOU REACH MORE THAN 10,000 AG CONNECT LEADS ONLINE?

Web advertising is the biggest new thing in advertising in a generation. Online advertising is the “everywhere and always-on” marketing channel, so we expect to see ads whenever we go online. **Your prospects should be seeing your ads.**

If you’re not advertising to prospects online, your competition is. With ‘Smart Ads’ from AEM, your banner impressions aren’t wasted on non-prospects because they’re only delivered to visitors to AEM’s www.agconnect.com website.

Design your banner ads, choose your click-through destination and let Smart Ads deliver lots of impressions to your AG CONNECT prospects.

No other marketing channel delivers your marketing message five, ten or twenty times per person so easily and affordably!

Contact: Christina King, Marketing Coordinator 414-298-4141 cking@aem.org

Reach new AG CONNECT leads with Smart Ads from AEM

*Reach new
AG CONNECT
leads with
Smart Ads
from AEM*

SMART ADS = SMART MARKETING

- ✓ **TARGETED & TRACKABLE** - Smart Ads are advanced online advertising so they're laser-targeted and every impression and response is measurable.
- ✓ **CUSTOM & INTERACTIVE** - You design your banners, your prospects respond in real time with a click-thru to your website or custom landing page.
- ✓ **BROAD REACH & COST EFFECTIVE** - Thousands of marketing impressions at a fraction of the cost of direct mail and no email list fatigue.

REACHING NEW LEADS WITH SMART ADS IS EASY

1

SET YOUR OBJECTIVE

Whether you're promoting a brand, product or feature, banner ads are an advertising medium that can support any marketing program.

2

CREATE YOUR BANNERS

Match your message and graphics to your other marketing campaigns to reach message saturation, recall & response.

3

MAKE A GOOD IMPRESSION

No need to drive traffic to a web page to make an impression, Smart Ads takes your marketing message directly to your audience.

PRICING

- **\$50 CPM** (cost per thousand impressions).
For example: A one-month campaign to deliver 100,000 impressions = \$5,000.
- Campaigns and total impressions are limited.
- As of Oct. 2011 the AG CONNECT Smart Ad audience is comprised of approx. 10,000 visitors to www.agconnect.com and grows over time with increasing traffic to the website.
- Because the Smart Ad network is cookie-based, a member of the audience can opt out at any time.
- Delivery and response reporting included. Banner ad design not included.

MECHANICAL

- All banners subject to Operations and advertising policy approval.
- JPG/GIF/PNG maximum file size 40kb
- Banners must have a complete & distinct border to identify where webpage ends and ad begins.
- GIF animations must end within 15 seconds.
- Creative must match ad size.
- Ads cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic.
- Other requirements may apply
- Supported banner sizes (pixels):

YES
I WANT SMART ADS!

Contact: Christina King
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SIZE	WIDTH	HEIGHT
Large Rectangle	330	280
Medium Rectangle	300	250
Skyscraper	120	600
Wide Skyscraper	160	600
Banner	468	60
Leaderboard	728	90
Mobile Leaderboard	300	50