

NEW FARM PRESS DAILIES Delivered via email

Farm Press Dailies highlight each region's major crops plus legislative, environmental and regulatory issues that affect farmers. Agriculture tips, industry trends and product news in a convenient and easy to read electronic format make **Farm Press Dailies** must read for today's top agricultural producers.

The screenshot shows an email layout for 'DELTA FARM PRESS DAILY'. It includes a header with the logo and date 'April 11, 2006'. Below the header is an 'EXPRESS LINKS' section with six links. The main content area features several 'Lorem Ipsum' text blocks and 'ADVERT' placeholders. Numbered callouts indicate: 1. Top right header area (295x120); 2. Large central banner area (468x125); 3. Small banner area below the main text (468x60); 4. Left column tower area (120x600); 5. Left column button area (125x125); 6. Express links section.

NEW REGIONAL EDITIONS

1 PREMIER EAR POSITION

Ad Type	Size	Text	Media Format	File Size
Premier Ear Ad w/o text	295x120	n/a	GIF, JPEG; Linking URL	20K max. no Flash files

2 FIRST BANNER POSITION

Ad Type	Size	Text	Media Format	File Size
Banner Ad w/o text	468x125	n/a	GIF, JPEG; Linking URL	20K max. no Flash files

3 SECOND BANNER POSITION

Ad Type	Size	Text	Media Format	File Size
Banner Ad w/text	468x60	50 words	GIF, JPEG; Text and Linking URL	15K max. no Flash files

4 LEFT COLUMN TOWER

Ad Type	Size	Text	Media Format	File Size
Tower Ad w/o text	120x600	n/a	GIF, JPEG; Linking URL	25K max. no Flash files

5 LEFT COLUMN BUTTON

Ad Type	Size	Text	Media Format	File Size
Button Ad w/o text	125x125	n/a	GIF, JPEG; Linking URL	15K max. no Flash files

6 EXPRESS LINKS

Ad Type	Size & Text	Media Format & File Size
Text ad w/ link to website	14 maximum characters	14 characters of text with linking URL

FARM PRESS CONTACTS

For additional ad production specs:
Slate Lane, Associate Editor
Ph: 662-627-0149 | slane@farmpress.com

Advertising Sales:

Dennis Miner | 630-858-0206 | dminer@farmpress.com
Dick Wright | 630-858-0206 | dwright@farmpress.com
Glenn Luedcke | 703-878-2996 | gluedcke@farmpress.com

Mike Lafferre | 559-645-5283 | mlafferre@farmpress.com
Scarlett Bright | 662-624-8503 | sbright@farmpress.com
Kevin Hudson | 662-627-0154 | khudson@farmpress.com