

HEMP TOUR

This summer, Lancaster Farming Industrial Hemp Podcast producer Eric Hurlock takes the show on the road. He's loading up the official Lancaster Farming RV and embarking on a cross-country hemp fiber and grain tour of farms, processors, and manufacturers from North Carolina, Kentucky, Colorado, Montana and beyond. Eric will create compelling content every step of the way, including videos, podcasts interviews, print and digital articles, social media posts and more...and your business can take part!

The six-week tour starts in Pennsylvania in late June and might just make a stop your neighborhood in July. Don't miss out on this unique opportunity, choose the Hemp Tour sponsorship package that best meets your budget and marketing needs!

SPONSORSHIP LEVELS

\$10,000 Level with ads

- Full Page ad Hemp Summit color - \$2207
- 4 ¼ pages in paper - \$2000
- RV signage - \$2000
- 4 Podcast Sponsorships - \$1600
- 4 Ads in paper in Hemp Tour update section (¼ page) - \$1060
- 4 Sponsored Hemp Tour update articles on LancasterFarming.com - \$2000
- 60,000 Banner ad impressions LancasterFarming.com - \$900
- 10 Days Reveal Billboard Ads on LancasterFarming.com - \$2000
- 4 Hemp Newsletter sponsorships - \$400
- 5 Social media sponsorships - \$500
- 4 Video sponsors - \$1000

Value of \$15,667

\$5000 level with ads

- ½ Page ad Hemp Summit color - \$1377
- 2 ¼ Pages in paper - \$1000
- RV signage small - \$1000
- 4 Podcast mentions - \$800
- 2 Sponsored Hemp Tour update articles on LF.com - \$1000
- 2 Ads in paper in Hemp Tour update section (¼ pg) - \$530
- 50,000 Banner ad impressions on LF.com - \$750
- 2 Days reveal billboard ads on LancasterFarming.com - \$400
- 2 Social media sponsorships - \$200
- 2 Video sponsors - \$500

Value of \$7557

\$2500 Level with ads

- ¼ Page ad Hemp Summit color - \$935
- ¼ Page in paper - \$500
- RV signage small - \$1000
- 2 Podcast mentions - \$400
- 40,000 Banner ad impressions on LF.com - \$600
- Sponsored Hemp Tour update article on LF.com - \$500

Value of \$3935

\$1000 Level with ads

- ⅛ Page ad Hemp Summit color - \$700
- 2 Podcast mentions - \$400
- 20,000 Banner ad impressions on LF.com - \$300

Value of \$1400

Options

- Podcast Sponsor
- Print Ads
- Hemp Newsletter
- Video Sponsor – “Brought to you by” logo at beginning/end
- Featured Video – Interview with company
- Field Day Visit/ Mini Event Collaboration
- Social Media Mention – Hemp Tour post has company tagged
- Other Promotional EBlasts (60,500 emails)



Lancaster Farming