DIGITAL MARKETING MENU

No matter how familiar or unfamiliar you are with digital marketing, we have something for you! Choose one of the items below or build a package with our digital marketing experts to best fit your needs.

**BANNER ADS - ROS AND TARGETED**
- **Features:** Ads delivered to either entire website (ROS) or specific sections. Can also target a specific geographic area.
- **Benefits:** Brand awareness, notify customers of new product, or service. Target specific customers, states and counties.

**REVEAL BILLBOARD**
- **Features:** Large moving ad at the top of all pages on LancasterFarming.com.
- **Benefits:** Best position delivered 5000 times/day on average.

**STICKY ANCHOR**
- **Features:** Banner ad delivered to all non-editorial pages sticking to the bottom of page as reader scrolls.
- **Benefits:** Strong position delivered 3000 times/day on average.

**HEMP PODCAST SPONSORSHIP**
- **Features:** 30-second recording and mention in website article.
- **Benefits:** Reach a national audience interested in hemp.

**EMAILED NEWSLETTER SPONSORSHIP**
- **Features:** Banner ads on different emailed newsletters.
- **Benefits:** Target a specific ag industry including beef, dairy, family, hemp, horse, poultry or our general ag newsletter.

**NEWSPAPER’S E-EDITION ADS**
- **Features:** Banner ads delivered within articles in E-Edition
- **Benefits:** Extend reach to same audience as our print product.

**ADS IN E-EDITION EMAIL PUSH**
- **Features:** Banner ads at top and bottom of headlines in email.
- **Benefits:** First thing readers see when opening our email notifying them the digital version of the print edition is available.

**BUSINESS DIRECTORY**
- **Features:** Your own mini website with your info and media.
- **Benefits:** Appear on first few pages of search engine results.

**COLLABORATIVE CONTENT ARTICLE**
- **Features:** Publish your own article on our website and in print.
- **Benefits:** Tell readers about your business & link to your page.

**HAVE QUESTIONS? CONTACT US TO SCHEDULE A MEETING TODAY**

Email: digital@lancasterfarming.com
Phone: 717-721-4450
TARGETED DISPLAY
- Features: Banner or video ads delivered across major high-traffic websites targeting your ideal customer.
- Benefits: Target by geography and demographic info such as income, education level, interests, keywords, and topics.

GEOFENCING DISPLAY ADS
- Features: Deliver banner ads to individuals who enter a designated fenced location (physical address).
- Benefits: Target your competitor’s location or addresses where a density of your ideal customer is located.

PAID SEARCH / PAY-PER-CLICK (PPC)
- Features: Your website will be at the top of a Google search when someone searches for the products or services you offer.
- Benefits: One of the best ways to help your website garner higher, consistent traffic from relevant search results.

SOCIAL MEDIA MARKETING
- Features: Deliver targeted ads on Facebook & Instagram.
- Benefits: One of our most targeted platforms. Ideal for raising brand awareness, driving website traffic and leads.

EMAIL MARKETING
- Features: Email tailored messages to targeted recipients.
- Benefits: Target over 25k recipients by location, job type & more. Following the initial email, retargeting ads are deployed to those who engaged with the email for up to 10 days.

STREAMING TV COMMERCIALS
- Features: Video ads that are served before & during streamed TV programs.
- Benefits: Target a valuable audience of content streamers.

VIDEO PRODUCTION
- Features: Develop brand videos and social media content. Our team handles production planning, video shooting and editing.
- Benefits: Tell your story through video and use it on your social media channels, website, etc.

SEARCH ENGINE OPTIMIZATION (SEO)
- Features: Our team will improve your organic search rankings by developing web content, building inbound and outbound links and establishing web code.
- Benefits: Improve your Google search ranking to help people find you easier.