

Lancaster Farming

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, Reveal Billboard and Sticky Anchor

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. Delivered to all visitors.
- **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.

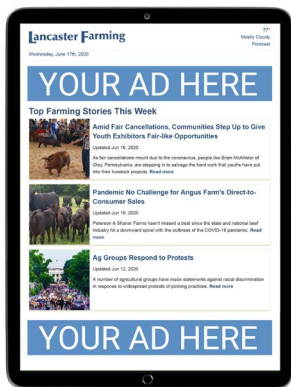
COLLABORATIVE CONTENT ARTICLE

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

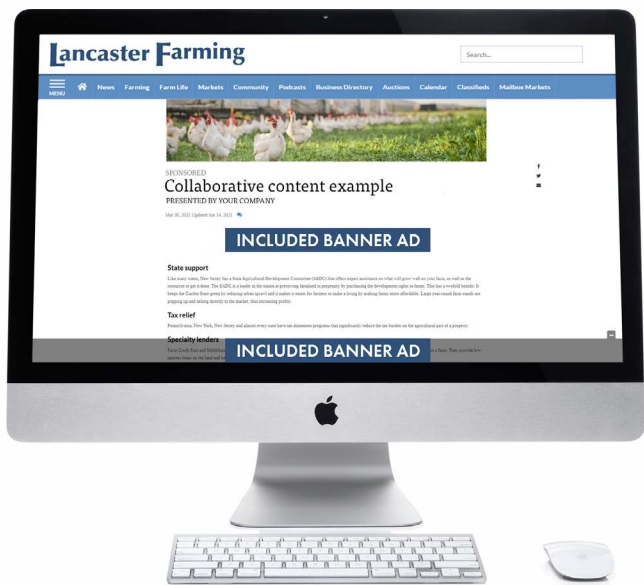
HAVE QUESTIONS? CONTACT US TO SCHEDULE A MEETING TODAY

Email: digital@lancasterfarming.com

Phone: 717-721-4450



Emailed Newsletter Ads (Left) and Ads in E-Edition Email Push (Right)



Collaborative Content Article

DIGITAL MARKETING AGENCY SERVICES

Looking to reach an audience outside of LancasterFarming.com? We can help with that too! Below are all of our digital marketing agency services we offer. Depending on your needs we will pair you with our digital marketing experts that specialize in specific categories.

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.



Google
Partner