AGXTEND DISPLAY ADS

Desktop Preferred Creative Sizes:

- 300 x 250: "Medium Rectangle"
- 300 x 600: "Half-page"
- 160 x 600: "Wide Skyscraper"
- 970 x 250: "Billboard"
- 728 x 90: "Leaderboard"

Preferred Creative Sizes:

- 320 x 50 and 300 x 50: "Mobile Leaderboard"
- 300 x 250: "Medium Rectangle"
- 320 x 480, 768 x 1024: "Interstitials"

GeoFencing Required Creative Sizes:

- 300 x 250: "Medium Rectangle"
- 320 x 50 and 300 x 50: "Mobile Leaderboard"

TECHNICAL REQUIREMENTS

File Formats Accepted:

- JPEG, GIF, PNG, HTML or JS Ad Tags
- HTML5 - please reach out for more information about clickTags

File Sizes and Length Accepted:

- Static Images: 150 KB Maximum
- HTML5 with back-up image: 300 KB initial, 5MB max
- Animated Ads: 30 seconds, 5 FPS or less

There are certain categories of prohibited content which cannot be advertised or are subject to restrictions. This can include, but is not limited to, adult content, weapon-related content, alcohol-related content, tobacco-related content, gambling-related content, political-related content, financial-related content and certain health-care related content.

AGXTEND VIDEO PREROLL

Duration:

- 15 seconds
- 30 seconds
- 60 seconds
- Less than 5 minutes
- Creative between lengths will round up to higher value

Max File Size: 200 MB

Vast Tags: 2 (preferred), 3 or 4 Vast tags

Formats: Mp4, Avi, Mov, M4v, Flv, Mpg

Bitrate: 2,500 kbps (minimum)

Companion Banner (Optional)

- Accepts all standard sizes
- No delivery guaranteed

Aspect Ratio	Recommended Size	Minimum Size
16:9 (recommended)	1920x1080	640x360
4:3	640x480	480x360

AGXTEND FACEBOOK NEWS FEED LINK AD

News Feed Ads

- Image Size: 1,200x628 pixels
- Aspect Ratio: 1.91:1
- Post Text: 90 character limit
- Headline: 25 character limit
- Link Description: 30 character limit
- Call to Action: Book Now, Shop Now, Download, Sign Up, and Learn More
- Image should contain less than 20% text
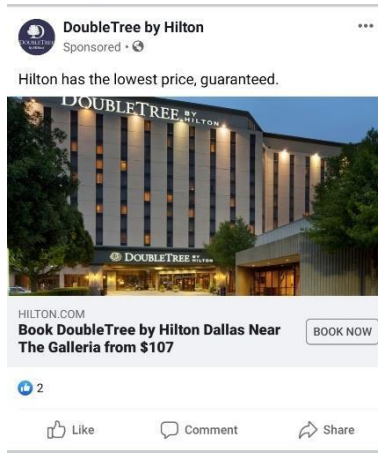
Video Ads

- Video Ratio: 9:16 to 16:9
- File Size: 4GB max
- Video Length Minimum: 1 second
- Video Length Minimum: 240 minutes
- Video Sound: optional but recommended
- Text: 125 characters
- Video Thumbnail: must contain less than 20% text

Video Ads with Links

- Headline: 25 characters
- Link Description: 30 characters

June 18, 2020
Additional production questions or information? – contact Katie.Taylor@informa.com
Upload Production Files to: informa.sendmyad.com
Send Insertion Orders to: ag.digital@farmprogress.com

FarmProgress.

AGXTEND FACEBOOK LEAD AD

Lead Form Components:

- Image Size: 1200 x 628 pixels
- Aspect Ratio: 1.91:1
- Post Text: 90 character limit
- Headline: 25 character limit
- Description: 30 character limit
- Options: Context Card, End Card
- Form and Privacy Policy
- Customer Disclaimer
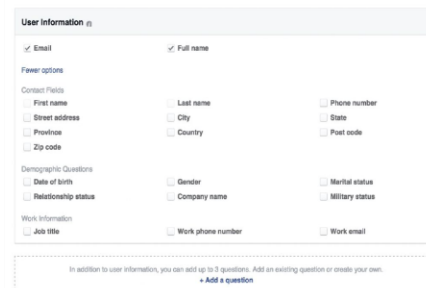
Lead Form Types:

- More volume : use a form that Is quick to fill out and submit on a mobile device
- Higher Intent: Add a review step that gives people a chance to confirm their info

Standard Lead Form Questions:

AGXTEND FACEBOOK LEAD AD, continued

Custom Lead Form Questions (Limit 3)

Custom Questions (Optional)

Request additional information with custom form questions.

+ Add Custom Question

Aa Short Answer

◉ Multiple Choice

↳ Conditional

🕐 Appointment Scheduling

Lead Form Intro (optional):

- Headline: 60 characters to briefly describe what people will receive
- Image: use the image from your ad or upload a new image (1200 x 628)
- Layout: paragraph or bullet points

Lead Form Configuration:

- Choose a form language:

  English (US), Italian, French, Spanish, Deutsch, English (UK)

Lead Form ✕

Add Privacy Policy and Disclaimer

Business Privacy Policy
Your privacy policy link will appear with Facebook's default privacy disclaimer.

By submitting your info, you agree to send it to Iubenda who will process and use it according to their privacy policy. View Iubenda's Privacy Policy

http://www.iubenda.com/privacy-policy/252372/

Legal Disclaimers (optional)
You are responsible for compliance with local law including the collection and use of phone numbers in your marketing activities. The form below may be used to provide any notice and consent disclaimers as required by applicable law.

This is the some additional space for legal disclaimers.

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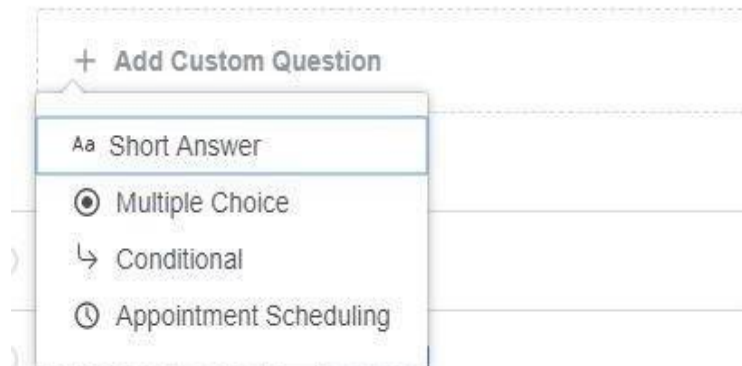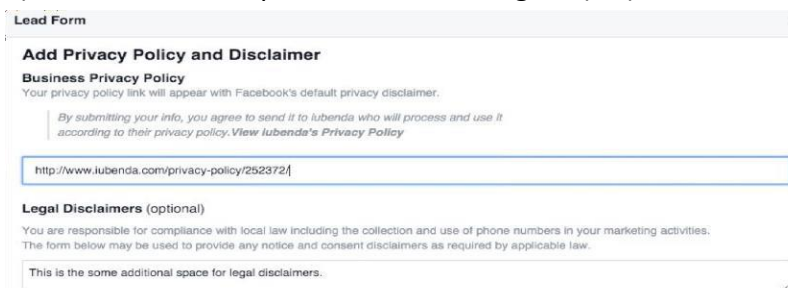*Upload Production Files to*: informa.sendmyad.com
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AGXTEND FACEBOOK LEAD AD, continued

Lead Form Privacy Policy (Required)

- Link Text: 70 characters
- Link URL: Required
- Custom Disclaimer: Optional

Lead Form Thank You Screen

- Headline: 60 characters (required)
- Description: Required
- Button Type: View Website, Download or Call Business
- Button Text: 60 characters (required)
- Website Link: Required

AGXTEND FACEBOOK CAROUSEL AD

Carousel Ad Components:

- Image Size: 1,080 x 1,080 px
- Aspect Ratio: 1.91:1 to 1:1
- Headline: 25 characters
- Post Text: 125 character limit
- Description: 30 character limit
- 10 card (slide) limit

Digital Ad Guidelines & Specs

AGXTEND NATIVE AD

The advantages of using Farm Progress AgXtend Native includes demographic and geographic segmentation from the audited USAgriculture MasterFile database. Delivery and engagement are enhanced through our programmatic and delivery optimization partner, Coegi Partners.

A 100,000-impression calendar month order minimum is required to not incur a monthly $500 base charge. Orders and materials require a 10-business day lead time prior to deployment.

Desktop and Mobile Requirements

Advertiser Name (Displayed in Creative)

- 25 characters maximum, including spaces

Headline

- 25 characters maximum, including spaces

Logo Image

- Creative Size: 200 x 200 minimum
- Format: JPEG, PNG
- File Size: 1200 KB maximum

Body Text

- 90 characters maximum, including spaces

Creative Image

- Creative Size: 1200 x 627 minimum
- Square Image (Optional): 627x627
- Format: JPEG, PNG
- Size: 1200 KB maximum

Display URL

- 30 characters maximum

Call-to-Action

- 15 characters, including spaces

Benefits of Native Advertising

Strong CTRs
Sophisticated Targeting
Non-Disruptive Format
Increased Brand Loyalty
Industry-Wide Adoption

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Native Best Practices

Create interest, not interruption: A native ad strategy should focus on high quality content to create interest and not interruption. Ads that can blend well into the content of a website will get more clicks and promote users to engage with the ad.

Images: Native ads format to each site differently, to help ensure the logo on your image will serve, provide images in both the landscape (1:91:1) and square (1:1) sizes for maximum inventory compatibility.
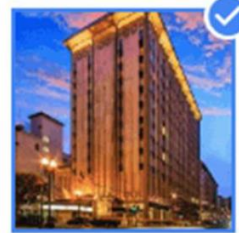

Landscape Photo   Logo   Square Image

Images: Keep your images simple and keep brand mention to a minimum; consumers are getting smarter and quick to recognize clickbait. Keep the user experience in mind and make it as native as possible and focus on the content you create.

Branding assets: Logo and advertiser name will not always appear depending on the site that the ad is served on. If you wish to guarantee they are displayed, feature the brand/company name in or on the image, but minimize text on the ad. See examples below)
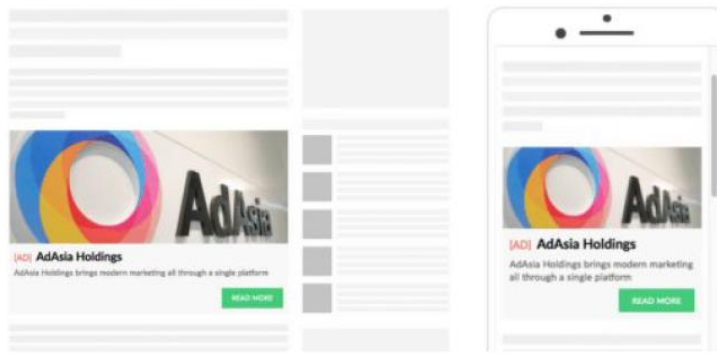
Creative optimization: To maximize native performance, run A/B test styles with different ad components.

Call to action: A custom call to action should be applied to inform users of what action you are wanting them to take once they click through to an ad.

Examples: Learn More, Download Now, Sign Up, Shop Now

Landing page: Native ads should link to high quality content or an engaging landing page. To create lasting time on site, promote page exploration or push lead generation/conversions.

● Make sure that your landing page/site is mobile optimized

● If the KPI is a conversion, make sure the action is on the landing page and preferably above the fold

● Simplify the lead generation process as much as possible

Note: There are certain categories of prohibited content which cannot be advertised or are subject to restrictions. This can include, but is not limited to, adult content, weapon-related content, alcohol-related content, tobacco-related content, gambling-related content, political-related content, financial-related content and certain healthcare related content.

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AGXTEND YOUTUBE VIDEO AD

In-Stream Ads versus Discovery Ads:

- In-stream ads plays before or during another video from a YouTube partner. Viewers see five seconds and then have the choice to skip.
- Discovery ads appears alongside other YouTube videos, in YouTube search pages or on websites on the Google Display Network.
- The video asset must be uploaded to the YouTube channel and set to either public or unlisted.

In-Stream   **Discovery** Search Results   **Discovery** Watch Page   **Discovery** Home Page
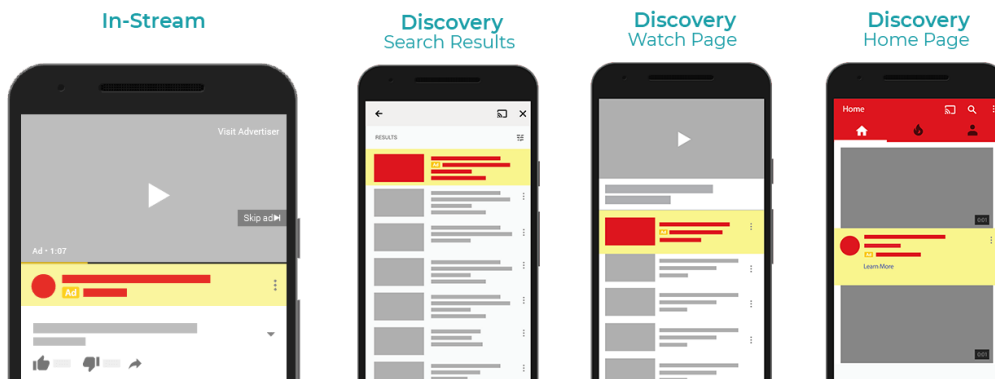
TrueView Video Requirements:

- Videos must allow embedding
- Display and Destination URLs are required
- Resolution: 16:9 or 4:3
- Maximum Length: 3 minutes
- Recommended Length: 12 seconds
- Headline: 25 characters
- Call-to-Action: appears during first 15 seconds of video then collapses
- Description (Discovery Ads only): two lines with 35 characters max per line

Companion Banner Specifications (Optional):

- Dimensions: 300 x 60
- File type: JPG, GIF, or PNG
- File size: 150 KB max
- GIF frame rate: Less than five frames per second

AGXTEND CONNECTED TV AD

CTV creative specifications are different than standard video specifications. This document provides specs for general CTV inventory and the unique specs for publisher-specific deals.

General Connected TV (CVT) Creative specifications

Length	:30 seconds or less, minimum of :15 seconds
File Format	MP4 format; MOV, FLV and WEBM are not supported
File Quality	1080 (1920x1080)
Bitrate*	Minimum of 1200 – 1500 kbps, 1.6 – 3.2 mbps preferred
File Size	15 – 50 mb, preferably compressed at 1.5 mbps
File Tags	VAST; VPAID and MRAID tags are not supported

* If you're using a standard VAST tag that includes a VPAID component (as part of an API framework, for example) this will not cause issues for your CTV creative. A VAST wrapper with VPAID functionality is not the same as a VPAID wrapper.

LOW RESOLUTION	MEDIUM RESOLUTION	HIGH RESOLUTION
16:9 Aspect Ratio 360p or less Typically, 640x360	16:9 Aspect Ratio 360p and up to 576p Typically, 854x480 or 1024x576	16:9 Aspect Ratio Greater than 576p and up to 1080p Typically, 1280x720 (for 720p) or 1920x1080 (for 1080p)
4:3 Aspect Ratio 480p or less Typically, 640x480	4:3 Aspect Ratio Greater Than 480p and up to 576p Typically, 640x480 or 1024x576	4:3 Aspect Ratio Not available for high resolution
Target Bitrate: 500-700 kbps	Target Bitrate: 700-1500 kbps	Target Bitrate: 720p: 1500-2500 kbps 1080p: 2500-3500 kbps