

PARTNER WITH US IN 2019

With more than 450 members, AAEA The Agricultural Communicators Network is the premier professional development organization for communicators across the spectrum of agriculture media.

WHO IS AAEA?

- Journalists
- Freelancers
- Photographers
- PR Professionals
- Publishers
- Students
- Content Managers
- Graphic Designers

MEMBER JOB FUNCTIONS BY PERCENTAGE

25% Writing/Editing
16% Freelance
Editorial



19% Editorial
Management



41% Other
(Public Relations, Marketing, Content
Management, Photography, Design)



WE ARE AG MEDIA.

PARTNER WITH US IN 2019 AND ENGAGE WITH MORE THAN 450 MEDIA PROFESSIONALS ACROSS THE COUNTRY.

All AAEA program sponsors receive the following:

- Logo/listing on website sponsored page and home page scrolling banner
- Logo/listing on the sponsor page in AAEA membership directory
- Logo/listing on one "We Love our Partners" email blast to all members

Program sponsorship opportunities include:

COMMUNICATIONS AWARDS	*Varies by Category
BYLINE IN BRIEF NEWSLETTER	\$1,000/month
WEBINARS	\$1,000
WORKSHOPS	\$5,000
MEMBERSHIP DIRECTORY	\$1,500 Full Page; \$900 Half

COMMUNICATIONS AWARDS

Writing Contest - \$8,000

Digital & Social Media Contest - \$8,000

Photo- \$5,750*

Design - \$5,750*

MarComm - \$750*

(*eligible for multiple sponsors)

More than 150 participants submit nearly 1,500 entries across the five categories of this professional development critique contest. Winners are recognized among their peers at the annual Ag Media Summit.

Special Benefits Include:

- Logo/name recognition in all marketing, email and printed materials for the awards contest
- For sponsors of photo, design, or writing, the opportunity to present the 'Of the Year' award on stage at the Ag Media Summit
- 25% discount to purchase half page ads in the membership directory or issues of the Byline in Brief
- Social media partner spotlight post on AAEA Facebook page

BYLINE IN BRIEF NEWSLETTER

\$1,000/month

As the weekly e-newsletter and number one source of AAEA information, the Byline in Brief is sent to over 450 members and has a 50 percent open rate.

Special Benefits Include:

- Logo and copy featured in up to 4 newsletters during the month – including the Podcast Edition and the Byline in Review
- Opportunity for 50 words of copy to go with logo in the left column of the newsletter; may change copy with each edition
- 10 percent discount for sponsorship of 3+ months

MEMBERSHIP DIRECTORY

\$1,500 - full page ad (no discounts available)

\$900 - half page ad

The directory contains an organized list of members and their contact information. More than 300 printed copies are mailed each year, in addition to online access for all 450 AAEA members.

Special Benefits Include:

- Full page, or half page ad placement in the printed and online directory
- Website hyperlink in online directory

WEBINARS

\$1,000

Content-focused webinars provide a direct connection to a small, targeted audience over an interactive learning session.

Special Benefits Include:

- Opportunity to welcome guests and introduce webinar topic
- Logo/name recognition in webinar marketing
- Submitting press release for webinar attendee distribution

WORKSHOPS

\$5,000

Regional professional development meetings provide a direct, in-person connection to a committed audience. Topics are specific and technical.

Special Benefits Include:

- Opportunity to welcome guests and introduce speaker in person at meeting
- Logo/name recognition on all marketing, email and printed correspondence for event
- Setting up display table at event for marketing materials
- Submitting press release for attendee distribution

Questions about these opportunities?

Contact Samantha Kilgore, Executive Director at skilgore@asginfo.net or 706-407-2550.