



## Your look, your design

Our proprietary online Customer Relationship Management software tool allows you to incorporate your unique design. Maintain your brand, maintain your look, maintain your message. But you can have the best of both worlds—if you would like design help, assistance with multimedia enhancement or social network marketing, our consultants are available to you.

## Target key audiences through AgNewscenter.com

- **Save printing and postage.**

AgNewsCenter provides the subscriber company or organization the ability to send e-newsletters, e-news releases or targeted direct email to their own members, customers and member/customer prospects.

- **Accountability. Traceability.**

AgNewsCenter allows users the ability to send targeted & traceable direct email, e-news release and e-newsletter communications. It includes specific tracking links that measure who opens the email and when, records hyper-link click-throughs, and allows the user to pull the complete contract records (name, address, phone, fax, email, etc.) of each of these individuals into new lists to ease individual or group follow up communication—via phone, email, fax or direct mail.

- **Easy transition.**

Existing contact lists are easily uploaded onto the site for one-click distribution.

- **Content assistance available.**

Text, audio and video content consultants are available to help customize and personalize your e-news or email messages.

- **Extremely affordable.**

Flat-fee based on unlimited usage. Subscriber agreement details available upon request.



# AgPR.com

...the news release distribution service for agriculture

Your suite of agricultural communications options. *AgPR.com* is the news release distribution for agriculture.

## Solutions for reaching agriculture audiences

CCI Marketing can provide you with a suite of services for reaching today's agriculture audiences, whether your own key contacts or our media list of over 1,200 opt-in editors, reporters and broadcasters covering agriculture and food issues and events.

### AgNewsCenter

Your customized e-newsletter and targeted direct e-mail can be sent with ease with 24/7 access. Then track your results with easily interpreted reports that make follow up a breeze.

### AgPR.com

AgPR is your news release distribution service for reaching journalists covering agricultural technology and food issues.

**AgNewsCenter**, ([www.AgNewsCenter.com](http://www.AgNewsCenter.com)) is a proprietary CCI Marketing online Customer Relationship Management (eCRM) software tool used to send e-newsletters, e-news releases and targeted direct e-mail. AgNewsCenter is accessible on the internet 24/7 using your unique login and password.

AgPR is one of the tools of AgNewsCenter. It serves companies who wish to deliver their news to more than 1,200 leading editors, broadcasters and online writers who report on new developments in food and agricultural technology.

Launched in 1995 with distribution to just 37 members of the media, **AgPR** has experienced more than a 30-fold increase in "opt-In" media subscribers. The current "opt-In" media subscriber breakout is about 75 percent print, 15 percent broadcast and 10 percent online journalists. It reaches members of the American Association of Agricultural Editors (AAEA), National Association of Agricultural Journalists (NAAJ), International Federation of Agricultural Journalists (IFAJ), National Association of Farm Broadcasters (NAFB), and online reporters for major food and agricultural websites.

When warranted, releases are also submitted to other media outlets, including technology, computer and/or e-commerce reporters, broadband reporters, and biotechnology editors.

**agnewscenter.com**

**CCI MARKETING**  
agrimarketing | e-business consulting



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**Now Available.** Reach all daily and weekly newspaper business editors in the USA. *No extra charge for up to 3-state coverage.*

**AgPR** clients have generated coverage on most agricultural trade press and the AP newswire service and in major market newspaper business sections including *NY Times*, *London Financial Times*, *Chicago Tribune*, *Los Angeles Times*, *Minneapolis Tribune*, *Christian Science Monitor*, *Business Week*, *Time*, *Newsweek*, *Fortune*, *Forbes*, *Wired*, *Bloomberg*, etc. Ask for a quote, based on the number of releases you plan to send in a year.

Compare to PRNewswire at three times the cost, minimum, depending upon the length of the news release and the number of circuits it's sent to. At just \$880 for a single release, AgPR.com is a very cost-effective complement to PRNewswire or BusinessWire if you choose to also continue to send your release via one of their distribution circuits. Or, we can even take care of sending your release through these multiple services for you.

Our annual subscription package offers 24/7 online e-news release distribution via AgNewsCenter, our eCRM online software. Subscribers may send releases 24/7 to the AgPR.com e-database AND editors at daily newspapers and weekly newspapers.



# Your Pathway to Publicity Success

It's no longer a question of whether you can afford to incorporate a publicity program into your company's marketing strategy....in today's world, you'll pay a higher price if you don't.

Let **CCI Marketing** do the hard

work for you. We can help you

distribute your message through

your existing e-newsletter to

your contact list with ease. Need

design help? Need to expand on

your audience? Wondering how

to use social networking to

multiply your impact? We have

the answers for you. And if

media who report on food and

agricultural technology are a part

of your media plan, we can

deliver over 1,200 opt-in media

professionals who routinely cover

issues relating to agriculture and

food technology. You even have

the option of asking us to write

your media release for you.

No matter your

communications distribution

needs, **CCI Marketing** has the

solutions to make your project a

success.



Below you'll find a sampling of "opt-in" media outlets included in our **AgPR** media outlet e-database. There may be more than one journalist at a media outlet who are among the more than 1,200 print, broadcast & online journalists who have asked to receive ag-related news via AgPR.

If you wish, we can also send your e-news release to the business editors at alldaily newspapers and editors at all weekly newspapers in the US. You may also choose to make selections by region or state.



Ag Alert  
Ag Biotech Reporter  
AgCareers eNews  
Ag Day-TV  
Ag Dealer.com  
Ag Executive  
Ag InfoLink  
Ag Journal  
Ag Lender  
Ag Online  
AgProfessional  
Ag Vision-TV  
AgWeb.com  
Ag Week  
AgriBusiness Fieldman  
Agriculture Online  
AgriFood Innovations  
Agri Marketing  
Agri News (MN)  
Agri-News (MT)  
AgriSurf  
AgriStar.net  
Agri Talk  
Agri-View  
Alabama Farmer  
Alberta Beef Magazine  
Alberta Crops & Beef  
Alberta Murray Grey Assn.  
Angus Assn.  
Angus Journal  
Angus Beef Bulletin  
American Ag Network  
American Agriculturist  
American Angus Assn.  
American Banker  
American Brahman Breeders Assn.  
American Chianina Assn.  
American Dairy Farmer  
American Farmers Journal  
American Fruit Grower  
American Gelbvieh Assn.  
American Guernsey Association  
American Hereford Assn.  
Amer-Intl Charolais Assn.  
American Jersey Cattle Assn.  
American Simmental Assn.  
American Small Farm  
American Vegetable Grower  
American Vineyard  
Apply  
Arizona Republic  
Associated Press  
Aust. Highland Cattle Society  
Aust. Poll Hereford Society  
Area 13 Brahman Breeder's  
Barron's Online  
BEEF  
Beef Business Bulletin  
Beef Today  
Beef / Western Beef Producer  
Beef and National Hog Farmer  
Beefmaster Breeders United  
Belgian Blue Herd-Book  
Belted Galloway Soc. of USA  
Better Farming  
Better Crops, Potash & Phosphate  
Big Pasture News  
Billings Gazette  
Bison World  
Bismarck Tribune

Bizjournals.com  
Bloomberg  
Bloomington Pantograph  
Bovine Veterinarian Magazine  
Brahman Journal  
Brangus  
British Belgian Blue Cattle Soc.  
British Piemontese Cattle Soc.  
British White Cattle Assn. of USA  
Buckeye Farm News  
Business 2.0  
Business Edge Canada  
Business Week  
CALF News  
California-Arizona-Texas Cotton  
California Dairy  
California Farmer  
California Grower  
California Holstein Assn.  
California Vegetable Journal  
Canadian Aberdeen Angus  
Canadian Blonde D'Aquitaine Assn.  
Canadian Cattlemen – The Beef Magazine  
Canadian Hereford Assn.  
Canadian Limousin Assn.  
Capital Agricultural Press (PNW & CA)  
Capitol Press Online  
Carolina Farmer  
Carrot Country  
Cattle Buyer's Weekly  
Cattleguard  
Cattle Today  
CBS Market Watch  
Central Valley Farmer  
Central Washington Press  
Champaign News-Gazette  
Charolais Connection  
Chicago Daily Herald  
Chicago Tribune  
Citrograph  
Citrus Industry Magazine  
Citrus & Vegetable Magazine  
Citrus West  
CNET News.com  
Colorado Farmer  
Computer World  
Corn and Soybean Digest  
Corn Farmer  
Cotton Farming  
Cotton International  
Country Roads Network  
Country Folks / Farm Chronicle  
Country Folks Grower  
Country Today  
Country World Newspaper  
Cooperative Farmer  
Cooperative Partners  
Cooperate Profiles  
Cotton Grower  
Crop Decisions  
Crop Life  
Crop Life Technology  
Crop News Weekly  
Crop Production Magazine  
Crop Production Manager  
Crop Protection Reference  
Daily Oklahoman  
Dairy Business Communications  
Dairy Farmers of America  
Dairyline Radio

Dairy Producer  
Dairy Profit Weekly  
Dairy Herd Management  
Dairy Today  
Dakota Farmer  
Dallas Observer  
Dealer & Applicator  
Delta Agricultural Digest  
Delta Farm Press  
Desert News  
Des Moines Register  
Doane's Agricultural Report  
Doane's News Service  
Dow Jones News Service  
Drovers Journal  
DTN  
e-Business Advisor  
EComWorld  
e-Commerce Business  
Elko Daily Free Press  
Early Market News  
Emerging Technologies  
Entrepreneur.com  
Farm And Dairy  
Farm Bureau News Editors  
Farm Business Communications  
Farms.com  
Farm Equipment Guide  
Farm Equipment Magazine  
Farm Forum  
Farm Industry News  
Farm Journal  
Farm News  
Farm Progress Publications  
Farm & Ranch Guide  
Farm Show  
Farm Talk Newspaper  
Farm Times  
Farm World  
Farmers' Advance  
Farmer's Digest  
Farmers Hot Line  
Farmers' Market Today  
Farmers Weekly Review  
Farming For Profit  
Farming On Track (Caterpillar)  
Farming, The Journal of Northeast Agriculture  
Farmland Industries  
Farming Magazine  
Fast Company  
Fastlane  
Federal Computer Week  
Feed & Grain  
Feed International  
FEEDINFO  
FEED-LOT Magazine  
Feed Management  
Feedstuffs  
Fertilizer International  
Fertilizer WEEK  
FFA New Horizons  
Financial Services Online  
Floriculture International  
Florida Agriculture  
Florida Entomologist  
Florida Farmer  
Florida Grower  
Forbes  
Forrester Research  
Fort Worth Star Telegram

Four Corners Business Journal  
Fresh Cut  
Fresno Bee  
Fruit Growers News  
Gelbvieh Assn. of Alberta  
Georgia Farmer  
Global Produce  
Good Fruit Grower  
GPS World  
Grain Journal  
Grain News  
Grainnet.com  
Grape Grower  
Grapes  
Grass & Grain  
Green Markets  
GreenMarkets.pf.com  
Green Profit  
Greenhouse Grower  
Greenhouse Product News  
Growertalks Magazine  
Gulf Coast Cattlemen  
Hay & Forage Grower  
Hereford World  
High Plains Journal  
Hoard's Dairyman  
Hoard's West  
Holstein World  
Hoosier Ag Today (IN)  
Houston Chronicle  
Idaho Business Review  
Idaho Farmer Stockman  
Idaho Press Tribune  
Idaho Statesman  
Illinois Agri-News  
Illinois Farmweek  
Illinois Jersey Journal  
Indianapolis Star  
Implement & Tractor  
Industry Avicola  
Indiana Agri-News  
Indiana Prairie Farmer  
Indianapolis Star  
Internet Daily  
Internet Week  
Industry Week  
Intl. Brangus Breeders Assn.  
Intl. Texas Longhorn Assn.  
Investors Business Daily  
Iowa Farm Bureau Spokesman  
Iowa Farmer Today  
Iowa Holstein Assn.  
Iowa Pork Producer  
Iowa Soybean Review  
Jersey Canada  
Jersey Journal  
Journal of Applied Comm.  
Journal of Dairy Science

Journal of Extension  
Journal of Animal Science  
Junior Beefmaster Breeders Assn.  
Just-Food.com  
Kansas City Kansan  
Kansas City Star  
Kansas Farm Bureau's Kansas Living  
Kansas Farmer  
Kentucky Farmer  
Kiplinger Agriculture Letter  
LA Farmer  
Los Angeles Times  
Lancaster Farming  
Le Bulletin des Agriculteurs  
Limousin World  
Linder Farm Radio Network (MN)  
Livestock Market Digest  
Livestock Weekly  
London Financial Times  
Louisiana Farm Bureau News  
Louisiana Farmer  
Market Watch  
Maryland Farmer  
Meat International  
MeatNews.com  
Memphis Business Journal  
Meatingplace.com  
Meat, Marketing & Technology  
Meat Processing International  
Memphis Business Journal  
Michigan Farm News  
Michigan Farmer  
Michigan Milk Messenger  
MidAmerica Farmer Grower  
Midwest Dairy Business  
Midwest Marketer  
Midwest Messenger  
MidSouth Farmer  
Minneapolis Star Tribune  
Minnesota Farmer's Guide  
Minnesota Holstein News  
Mississippi Farm Bureau's Farm Country  
Mississippi Farmer  
Missouri Beef Cattleman  
Missouri Farm Bureau's Show Me  
Missouri Farmer Today  
Missouri Soybean Farmer  
Missouri Ruralist  
MIT Technology Review  
Modesto Bee  
Montana Farmer Stockman  
Montana Standard  
Moscow-Pullman Daily News  
Mountain West Turf  
NAFB Radio Networks (14 w/ 3305 stations)  
NAFB Single Radio Stations (52)  
National Conservation Tillage Digest  
National Hog Farmer

National Post  
NCBA Magazine  
Nebraska Cattlemen  
Nebraska Farmer  
Nebraska Holstein News  
Neighbors/Friends & Family  
Net Profit (LFT)  
New England Farmer  
New Mexican Stockman  
New York Times  
Newsweek  
No-Till Farmer  
North American Limousin Foundation  
North Dakota Stockman  
Northeast Dairybusiness  
Northern Ag Info Network  
Nut Grower  
Ohio's Country Journal  
Ohio Farmer  
Oklahoma Farmer-Stockman  
Omaha World Herald  
Onion World  
Online Banking Report  
Online Farmer  
Ontario Beef Farmer  
Ontario Dairy Farmer  
Ontario Farmer  
Ontario Hog Farmer  
Ontario Milk Producer  
Ontario Poultry Farmer  
Ontario Produce Farmer  
Oregon Farmer-Stockman  
Pacific Nut Producer  
Pennsylvania Farmer  
Pennsylvania Holstein Assn.  
PIG International  
Pig Progress  
PORK  
Pork Mail  
Pork Report  
Potato Country  
Potato Grower  
Poultry International  
Poultry Times  
Powerfarm.com  
Prairie Farmer (IL)  
Prairie Grains  
Prairie Star  
Precision Ag Buyer's Guide  
ProFarmer  
Progressive Farmer  
Raleigh News Observer  
Red Angus Assn. of America  
Red Bloodlines  
Red River (Valley) Farm Network – RRFN  
RFD-TV  
Reno Gazette Journal  
Reporter and Farmer

Rice Farming  
Royal Jersey Society  
Rural Builder  
Rural Press Ltd  
Sacramento Bee  
Salers Assn. of Canada  
Salt Lake Herald Tribune  
San Antonio Express News  
San Francisco Chronicle  
San Jose Mercury News  
Santa Barbara News Press  
Santa Fe New Mexican  
Scottsdale Tribune News  
Seattle Times  
SeedQuest  
Seed Today  
Seed World  
Sioux Falls Argus Leader  
Small Farm Today  
Smart Business  
South Dakota Holstein News  
Southeast Agricultural Digest  
Southeast Farm Press  
Southeastern Peanut Farmer  
Southwest Farm Press  
State Banker Publications  
Stock Journal  
Stockman Grass Farmer  
Stockton Record  
St. Paul Pioneer-Press  
Successful Farming  
Successful Farming Radio Network  
Supermarketworld.com  
Technology Review  
Tennessee Farmer  
Texas Agri-News  
Texas Agriculture  
Texas Cattlefeeder's Assn.  
Texas Farmer-Stockman  
The Breeder  
The Business Journal  
The Cattleman Magazine  
The Champaign News Gazette  
The Commercial  
The Country Today  
The Delmarva Farmer  
The Denver Post  
The Farmer  
The Furrow (John Deere)  
The Grower  
The Hog Producer  
The Land (MN)  
The Nevada Rancher  
The Oregonian  
The Packer  
The Peanut Farmer  
The Peanut Grower  
The Standard

The Sugar Producer  
The Sugarbeet Grower  
The Sunflower  
The Tomato Magazine  
The Valley Potato Grower  
The Western Dairyman  
Today's Farmer  
Top Producer  
Tree Fruit  
Triangle Business Journal  
Tri-State Livestock News  
Tri-State Neighbor  
Tulare Advance Register  
Upside Today  
US Farm Report - TV  
U.S. Jersey  
U.S. News and World Report  
USA Today  
Vance Publishing  
Vegetable  
Vegetable Growers News  
Vegetable West  
Virginia Farmer  
Visalia Times Delta  
Wallace's Farmer  
Washington Farmer Stockman  
Watt Poultry USA  
Western Beef Producer  
Western Cowman  
Western Dairybusiness  
Western Dairyman  
Western Farm Press  
Western Farmer-Stockman  
Western Fruit Grower  
Western Livestock Journal  
Western Producer  
Wines & Vines  
Wisconsin Agriculturist  
Wisconsin Agri-View  
World Poultry  
World Grain

**AgPR.com**

## Benefits

OPT-IN  
Media lists

Reporting on food and  
agriculture daily

ACTIVE  
Journalists

Self-selected media database

of active print, broadcast and  
online journalists

ONE-STOP  
Distribution

To help you cover all the bases

TRACKING  
Publicity

Services available upon request

FOLLOW UP  
On Key Media

Upon request to maximize  
coverage

REPORTS  
E-mail opened

Simplifies follow up

HYPERLINKS  
Reported

See which media are most  
interested in your messages

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