Limited time offer: #TechHubLIVE gets you a special 10% event promotion discount rate on any agnewscenter service option below.

All you need to do is include #TechHubLIVE in your communication.

Call +1.847.836.5100 or email warren.e.clark@gmail.com with any questions.
1. AgPR - the news release distribution service for agriculture.

Your news release sent via AgPR reaches more than 1200 print, broadcast, online, and social media who report on agriculture and who have asked to receive ag-related news via AgPR. (‘opt-in’ subscribers).

Here’s how it works: Send us your news release in Word document or text format. Within 24 hours from receipt, I will provide you with an AgPR proof link to view your news release as it’s been formatted. You take the time you need to review the release and reply with an email outlining any changes you’d like made. OR, you let me know it’s “OK to send.” We schedule sending your final approved news release and send it via AgPR on the day and time we’ve agreed. We do not ‘blast’ your news out, so it’s metered over a period of time to avoid triggering spam filters.

Your final approved news release will be sent via AgPR, reaching more than 1200 print, broadcast, online, and social media reporting on agriculture. Again, these editors have asked to receive ag-related news via AgPR. They can unsubscribe at the click of a button so please make sure your news release is truly newsworthy. I reserve the right to refuse sending any news release I feel is too commercial.

The cost is $888. (click to view media kit)

1.a. Write or Re-write, Edit, and Proof your News Release
The cost is $1888
1.b. Edit and/or Proof your News Release
The cost is $388

2. Key Media Relations Follow-up.
We will make personal contact via email and/or phone to help encourage use of your news release sent via AgPR + encourage future interviews for their news stories.

The cost is $288 per media outlet.

3. Twitter Social Media Promotion.
We’ll Tweet and ReTweet to more than 10,000 ag industry followers, including media, to farmers, ag retailers, agribusiness executives from the following accounts: @CCImarketing, @agnewscenter, @TecAGRInews, @RuralRetailer, @AgEXEC and @FarmlandUpdate

The cost is $388.

4. AgPR ag news clips.
PowerPoint presentation and/or pdf with ag news clips of and links to media who published your news release sent via AgPR. The report is provided approximately 10 business days after distribution.

The cost is $588.

We'll turn your news release into a sponsored e-news brief. Use our AgEXEC e-news brief to reach agribusiness executives. Use our Rural Retailer to reach precision ag dealers, ag chem seed, feed, machinery, farm supply, finance, insurance and other ag retailers. Use our TecAGRInews to reach top farmers and ranchers. Reach growers of specific commodities using our livestock, row crop and specialty crop and farmland investor directly using our sponsored e-news briefs. Ask for more specifics on the ag market segment you’d like to reach.

The cost is $3,888 for each sponsored e-news brief.

6. Programmatic Advertising

Tie in your news release, social media, and sponsored e-news brief promotion with programmatic advertising to reach the targeted audience with targeted advertorial online offers and web ads.

Ask about “geo-fencing the event” for ultra-targeting. Only a limited number of opportunities are available for events to maximize your exposure.

Programmatic media tactics include:

- Display
- Native
- Streaming Audio
- Connected TV (CTV)
- Pre Roll Video

Data Driven Social Media Boosting (ads or posts)

- Facebook/Instagram
- Twitter
- SnapChat
- Pinterest
- TikTok
- LinkedIn

The cost is calculated by project based on the reach and frequency you desire.
How may I be of service?

Many new CCI Marketing clients find an easy way to see immediate results starts by sending your next news release via AgPR. Or, we can take your news release and using a sponsored e-news brief we can place it directly in front of the ag audience you want to reach. The graphic below describes them.

If you send your news release via AgPR you'll immediately reach more than 1,200 print, broadcast, online and social media who report on agriculture. See the attached AgPR media kit pdf. You'll find AgPR news clips reports for a few releases at the bottom of this document.

Also, below you’ll find links to a few recent examples of news releases sent via AgPR that were then turned into e-news briefs and examples of how those were presented. You’ll find those below the graphic that describes agnewscenter.com services and associated databases for AgPR - media, AgEXEC - agribusiness executives, Rural Retailer - farm supply, service, finance & insurance and TecAGRInews - top farmers, growers, producers & ranchers.
AgPR - the news release distribution service for agriculture. media reporting on agriculture (see graphic above for more audience details)

The “Third Wave” of Modern Ag Tech Plows Ahead With Disruptive Edge Despite Down Farm Economy

Premier precision agriculture conference - InfoAg - program & registration links enclosed

Can Digital Farming Deliver on its Promise?

#FarmerPower Agreements To Bring Unparalleled Transparency to Agronomic Data

Farmobile Raises $5.5M in Equity Financing From Anterra Capital to Lead the Farm Data Revolution

Automatically Captures Big Ag Data and Provides Growers Ownership and Control

AgEXEC - agribusiness executives

5 Things AgTech Investors Need to Know About Farm Technologies for Successful Returns

Can Digital Farming Deliver on its Promise?

Farmobile Raises $5.5M in Equity Financing From Anterra Capital to Lead the Farm Data Revolution

Rural Retailer - agricultural retailers

Premier precision agriculture conference - InfoAg - program & registration links enclosed

From Big Ag to Silicon Valley and back again, the race to gather data is on

Wounded Warrior Project Expands Support for Wounded Veterans and their Families with New Funding for Farmers

TecAGRInews - top farmers

Premier precision agriculture conference - InfoAg - program & registration links enclosed

Enhancing In-Season Nitrogen Use Efficiency is in the Details

What can Illinois young people do to ensure the sustainability of agriculture? by Austin Schorfheide

I hope this gives you a good overview of agnewscenter.com e-services. I look forward to working with you and sharing your next news release with the media via AgPR. Or, getting your news release directly in front of the audiences you’re targeting using our sponsored e-news briefs.

AgPR news clips sample reports may be viewed at the links below

The “Third Wave” of Modern Ag Tech Plows Ahead With Disruptive Edge Despite Down Farm Economy

From Big Ag to Silicon Valley and back again, the race to gather data is on

Founder of the Farmer Veteran Coalition Passes the Pitchfork
CCI Marketing – agri-marketing consulting services

business strategy, new business development, public relations, agri-networking consulting services

Warren E. Clark, Owner of CCI Marketing & editor & publisher of agnewscenter, is a seasoned agri-marketing professional who consults with companies in a variety of roles including Chief Marketing Officer, New Business Development Director, Public Relations and Advertising Directors.

Call Warren to discuss your needs and if he’s unavailable or unqualified for the needs you have he’ll tell you and help you find someone who can. Rates upon request. Initial phone consultation is no charge.

Call, text or email today - +1.847.836.5100