



# All Ag Databases Are Not Created Equal

## USAgriculture Masterfile™ USAgriculture Brandfile™

Increase your sales and uncover new prospects with the USAgriculture Masterfile,™ featuring the exclusive, proprietary USAgriculture Brandfile.™ USAgriculture Masterfile,™—your most complete ag data source.

**Tap into the unequalled marketing power of the industry's most detailed producer data profiles with the USAgriculture Masterfile.™**

**It is your only source for the exclusive and proprietary Brandfile™ large-scale producer brand-use data.**

- Tailor your marketing message and communicate with impact to your key customers and prospects.
- Precisely target your marketing campaigns by linking insightful USAgriculture Masterfile™ data to your current client list.
- Create a client/prospect database or list from start-to-finish using the unequalled USAgriculture Masterfile™ producer demographic and brand-use data.
- Track your and competitors' market-share.
- Use 1998 to 2009 surveys to analyze marketshare changes, product-use shifts and other trend analysis for your market niche.

### USAgriculture Masterfile™

Market Coverage:

1,529,122

Farm and Ranch Owners, Operators, Managers and Agribusiness Decision-Makers

**CREDIBLE**

Producer-supplied information—not inferred, averaged or projected

**COMPREHENSIVE**

1.5 million producers on file with up to 200 demographic and brand usage data points and 2008 FSA data

**EXCLUSIVE**

Extensive large-scale producers' brand use and market share data

**CURRENT**

Records DPV'd weekly, unduplicated, NCOA'd and LACS'd every 90 days for maximum deliverability

**INVOLVED**

Farm Progress' 18 state/regional and Farm Futures' active paid and controlled subscribers

**ACCURATE**

Database is ABC audited—your assurance of quality and value



Audit Bureau of Circulations

ALL AG DATABASES ARE NOT CREATED EQUAL

# USAgriculture Masterfile™

- 1.5 Million Rural Records
- Qualified, Responsive Farm/Ranch Business Professionals
- ABC Audited Database

## Base List Rental \$85/M

- All mailing addresses delivery point validated (DVP)
- File updated weekly, includes address and demographic information

### Rates Minimum order \$250 Effective July, 2009

#### BASE LIST RENTAL— \$85/M

##### • One-time Usage Rates

##### • Geographic and Demographic Selections Available N/C

##### Additional Selection Charges

Phone number .....	\$30/M
Age .....	\$10/M
Income .....	\$10/M
Internet usage .....	\$10/M
Equipment usage .....	\$10/M
Gender .....	\$5/M
Merge/purge processing .....	\$20/M \$500/F

##### Media

Via e-mail or FTP .....	N/C
CD .....	\$30/F
Pressure sensitive labels .....	\$10/M

##### Output Formats

ASCII fixed field  
ASCII comma delimited  
Excel

##### Turn-around

3-5 working days

##### Terms

Net 30 days from order shipping date (approved accounts)

##### Cancellation Policy

Order shipped but not mailed/used by customer- \$5/M & \$50/F  
After mail/use date- payment in full

##### Multi-Use Discounts

Second use: 25% Off/Base List Rental  
Third use: 30% Off  
Fourth use: 40% Off  
Unlimited annual use: Call for Rate

##### Source

Controlled & paid circulation – ABC Audited  
Primary and secondary data compilations – ABC Audited  
(FSA data, show attendee list, association lists)

### SAMPLE MAILING PIECE REQUIRED

FARM PROGRESS MARKETING SOLUTIONS  
255 38th Avenue, Suite P St. Charles, IL 60174-5410  
For Marketing Solutions sales and service, please contact:

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 **FarmProgressMarketingSolutions**

List Rental • Data Hygiene • Database Development & Appending • Market Research