



[WORLDDAIRYDIARY.COM](http://WORLDDAIRYDIARY.COM)

1600 Skyview Dr. - Holts Summit, MO 65043, 573-896-5842 office & fax  
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ZimmComm New Media specializes in blogging, podcasting, website design, social media, photography, and event coverage for agricultural companies and organizations. The company also owns and operates a number of websites targeting agribusiness audiences – including [AgWired.com](http://AgWired.com), [DomesticFuel.com](http://DomesticFuel.com), [WorldDairyDiary.com](http://WorldDairyDiary.com) and [PrecisionPays.com](http://PrecisionPays.com). In addition, ZimmComm offers a customized news release production and distribution service called AgNewsWire specializing in “Talking News Releases.” AgNewsWire.com distributes news releases to over 800 print and broadcast agricultural journalists.



ZimmComm was started in 2004 by Chuck & Cindy Zimmerman, a husband and wife team who have been involved in agricultural communications for over 20 years. They have pioneered the use of new media and social networking in this industry and are considered the experts on how to effectively utilize the new online channels of communication to reach farmers and the consuming public.



## What is WORLD DAIRY DIARY ?

World Dairy Diary was launched in the fall of 2005 specifically as a blog to cover the World Dairy Expo, but it has continued on with loyal readership to become a general dairy news blog, which includes coverage of the expo each year. WDD also features two regular dairy-oriented podcasts – Pioneer’s nutrition-focused Forage Forum, and The Milking Parlor, which features news and interviews from World Dairy Expo.

We know dairy producers and industry leaders visit World Dairy Diary because the top five dairy

producing states in the nation are California, Wisconsin, New York, Pennsylvania, and Minnesota – the same states with the largest number of visitors to WDD.

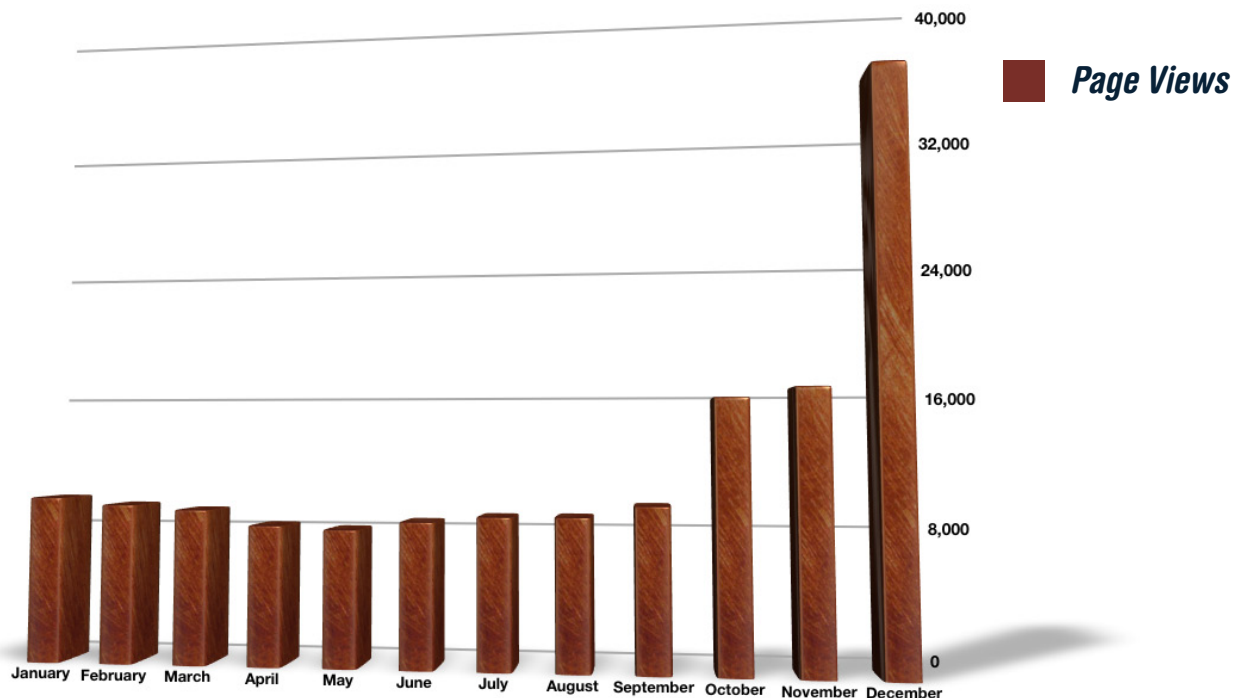
World Dairy Diary is an independent source of on-line news for both dairy producers and consumers. Industry professionals visit to keep up to date on the latest in policy and markets while consumers can find information on new dairy products and promotions.

## Website Statistics

Starting 2010, there were over 3000 posts on World Dairy Diary and 142 podcasts. In addition, there are almost 500 approved comments from visitors posted to the site, showing a high level of interactivity with the audience. The WDD team has posted over 240 audio interviews with industry leaders and nearly 30 video clips. World Dairy Diary was accepted as a news source for Google news at the end of 2009, which led to a 68% increase in traffic for the year compared to 2008.

According to Google Analytics, World Dairy Diary had almost 96,000 unique visitors in 2009, and is now averaging about 7,000 visits per month and 10,000 page views. The top states for visitors to World Dairy Diary are California, Wisconsin, New York, Illinois and Texas.

In addition, there are over 200 subscribers to the World Dairy Diary news feed and more than a dozen other websites are re-publishing WDD news. The website is also distributed via a Twitter feed on which there are currently almost 1,000 followers, and that number continues to increase as the use of this social networking tool grows. The monthly World Dairy Diary e-newsletter is sent to over 500 people in the dairy industry.



## Banner Advertising

- Home or category page placements available in multiple sizes. World Dairy Diary utilizes industry standards and exact specifications will be determined through consultation.
- Unlimited creative changes.

**3 months:** \$500 per month

**6 months:** \$400 per month

**9 months:** \$150 per month

## Creative Services

- On-Location Production, including photography, audio and video
- Live Event Coverage on client web sites and or ZimmComm web sites
- Consultation – social media marketing

**\$1500 per day plus expenses**

## World Dairy Diary Sponsor Program

### Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra. Sponsorship will be category exclusive.
- Sponsorship includes unlimited creative changes.
- Sponsor will receive 2 dedicated posts per month in collaboration with the editor. In addition, relevant sponsor news releases will be posted to the site.
- Sponsor will receive a category link to its website.
- Sponsor will receive image/link in weekly ZimmNews e-newsletter.
- Sponsor will receive voiced tag in weekly ZimmCast podcast.
- One Talking News Release (value \$900). Includes audio interviews, writing and distribution to ZimmComm's national agribusiness editor list.

### Total Sponsorship: \$10,000

*\*Pay the full sponsorship in one payment and receive a 5% discount.*

## World Dairy Diary Partner Program

### Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra. Sponsorship will be category exclusive.
- Sponsorship includes unlimited creative changes.
- Partner will receive 4 dedicated posts per month in collaboration with the editor. In addition, all relevant partner news releases will be posted to the site.
- Company will receive a category link to its website.
- Sponsor will receive image/link in weekly ZimmNews e-newsletter.
- Sponsor will receive voiced tag in weekly ZimmCast podcast.
- One Talking News Release (value \$900). Includes audio interviews, writing and distribution to ZimmComm's national agribusiness editor list.
- Onsite coverage for one event up to 3 days. Onsite coverage includes photography, audio and video interviews, and dedicated posts. Video will be shot for web use. Higher quality video production available for additional fee. Value \$4,500 ( *Travel costs not included and will be billed separately* )

### Total Sponsorship: \$14,000

*\*Pay the full sponsorship in one payment and receive a 5% discount.*



### Sales inquiries should be directed to:

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