

# COUNTRYSIDE



## 2022 INFORMATION GUIDE

[www.iamcountryside.com](http://www.iamcountryside.com)

Over 420,000 Unique Visitors Viewing Over 8.6 Million Pages Yearly!

## ABOUT COUNTRYSIDE

Countryside is a selection of leading print publications, online content, video, email and social media sites committed to providing the best information and advertisers to our loyal audiences. Here at Countryside, you'll find how-to's, guides, stories, videos and testimonials targeted to those wanting to learn more about simple, self-reliant living.

## CONTACT US TO BUILD A CUSTOM CAMPAIGN FOR YOU

There's no such thing as a one-size-fits-all marketing campaign. Let our print and digital experts identify your challenges and create solutions to achieve your overall marketing goal.



## ONLINE DISPLAY BRANDING/DIRECT RESPONSE/SPECIAL EVENTS/SPECIAL OFFERS

### DISPLAY ADS (From \$12.50/month)

Online ads delivered on the [countrysidenetwork.com](http://countrysidenetwork.com) website. Special placement options available to target audience related to your brand. Ad sizes available are Leaderboard (728 x 90) Big Box (300 x 250)

### WEB CHANNEL SPONSOR (From \$125/month)

Sponsor a specific channel on the [countrysidenetwork.com](http://countrysidenetwork.com) website offering 33%, 50% or 100% share of voice options.

### POULTRY/GOAT BREEDER SPOTLIGHTS (From \$1000)

Brand your business by sponsoring this digital feature highlighting a different breed each. Content is evergreen and SEO searchable for extended relevancy. Articles are promoted through emails and social media.



### CHICKEN-IN-A-MINUTE (From \$1000)

Series of videos available for sponsorship. Sponsors receive logo featured in the video, company is tagged on the page and branding on the social post. These videos are a big hit on social!

### VIDEO DISPLAY

A flexible medium that includes audio, video and still images. Video increases online engagement with your products & services. 30 second ad including mouse over for call to action messaging is available.

### RETARGETING (From \$800)

Retarget users who visit our Countryside site or your website as they browse other sites around the web.

### TARGETED AUDIENCE EXTENSION

Targeted audience program allows you to reach the right audience with the right message! Includes targeting specific demographics based on your needs, geo-targeting, geo fencing, conversion zones, google native ads, pixel tracking, view thru pixel; all customized to reach your overall goal for the campaign.

## CONTESTS LEAD GENERATION/BRANDING

GOODIES GIVEAWAY (Starting at just \$250)

- \* SPRING POULTRY SWEEPSTAKES
- \* PRESERVE THE HARVEST
- \* 12 DAYS OF POULTRY

Sponsor one of our monthly giveaways! Your logo is included on all contest promotions including print, digital, social media, email blasts & contest registration site for tons of branding and links to drive traffic to your own website. Contests are also promoted on blog sites to drive contestants to the registration site. Contestant email opt-ins provided to each sponsor at the end of the promotion. Promotions run for 4 weeks.  
(12 Days of Poultry runs 12 days)

QUIZ MARKETING (From \$500)

Quizzes are an easy, effective and innovative solution for your business needs and goals. Utilize this unique opportunity to reach and engage your target audience. Benefits include: email opt-ins, build social media followers, demographic data collection, lead generation, survey questions & responses, website traffic to mention a few.

## SOCIAL BRANDING/DIRECT RESPONSE/CUSTOMER ENGAGEMENT

SOCIAL MEDIA TARGETED ADS (From \$250)

Use social media targeting capabilities to deliver your message to the right audience in Facebook, Twitter, Blogs, Pinterest, YouTube and more.

FACEBOOK LIVE (From \$500)

Take advantage of this new Facebook feature to promote a question and answer session on Facebook.

## EMAIL BRANDING/DIRECT RESPONSE

E-NEWSLETTER SPONSOR (Starting at \$200 each)

As an exclusive sponsor of our e-newsletter you will receive premium placement positions with high visibility and interaction from our audience. Sponsor one of our From the Coop, Soapmaking, Raising Pigs, Livestock, Homesteading, Homegrown, Bee Life or Goat Journal emails reaching over 53,000 opted-in users! Emails to these targeted niche audiences boast a 20-25% open rate. Includes Big Box and Lead Text ad that can be related to the lead story to engage the reader.

E-BLAST

We'll never sell our lists to 2nd party vendors but we can send on your behalf. Send us the HTML code (or let us create it) and we'll blast your message to over 50,000 opt-in, engaged users.



## SEO & WEBSITES DIRECT RESPONSE

SEARCH ENGINE OPTIMIZATION [SEO]  
(From just \$150)

Effective SEO ensures your website shows up when customers are searching for what you do on sites like Google, Yahoo & Bing

WEBSITE DESIGN (Free Consult)

Your website is your digital doorway. Mobile responsive website design with sites from 3-10 pages created and designed to fit your needs. We can provide images and copy or implement what you provide.

## NATIVE ADVERTISING BRANDING/CUSTOMER ENGAGEMENT

NATIVE ADVERTISING (From just \$1800)

Native evergreen advertising creates trust between brands and consumers through original content. Use custom content as sponsored copy in our digital editions & newsletters of Countryside and Backyard Poultry to increase awareness & create engagement with consumers. Content creation is available.

EBLASTS (From just \$1500)

Immediately reach our engaged audiences with 1/2 and full list eblast rentals. Advertorial spaces also available.

## LANDING PAGES DIRECT RESPONSE

LANDING PAGES (From just \$250)

Use landing pages in integrated campaigns to provide potential customers with information about your business and what you can offer. Allows you to capture their information.

## DIGITAL GUIDES LEAD GENERATION

FREE GUIDE ADVERTISING (Starting at \$397)

Promote your product and service in our free downloadable digital guides provided to our users throughout the year. Exclusive advertiser per category available. These guides have a 1 year lifespan, your ad will live in the edition for an entire year! Also includes premium placement on the Guide email promotion.

## EXPERT ADVICE CERTIFIED MARKETING PROFESSIONALS

EXPERT ADVICE  
(Marketing Needs Analysis  
and Quotes are free of charge)

Customized packages may result in Bonuses and reduced rates.