

ADVERTISE WITH USA RICE

The USA Rice media network offers advertisers a range of effective channels for delivering messages and showcasing products, brands, and services to rice industry decision-makers.

USA Rice Federation (USA Rice) is the global advocate for all segments of the U.S. rice industry, representing farmers, millers, merchants, and allied businesses. USA Rice is the industry's go-to resource for the latest information on agriculture, trade, politics, and more.

Our digital solutions keep your message in front of customers and prospects and show your support for the important work USA Rice does every day for the U.S. rice industry. Now more than ever, your sponsorship makes all the difference!

Advertising Opportunities

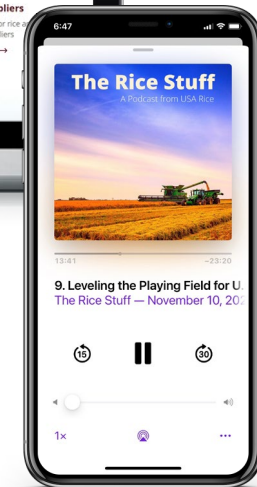
- ▶ USA Rice Daily E-Newsletter
- ▶ The Rice Stuff Podcast
- ▶ USA Rice Website
- ▶ Bundled Advertising Opportunities (15% discount)



USA Rice Daily E-Newsletter
4,800 subscribers



USA Rice Website
24/7 Exposure



The Rice Stuff Podcast
24/7 Exposure

RESERVE YOUR SPACE TODAY!

Katie Maher, kmaher@usarice.com, 703-981-1352

USA RICE DAILY E-NEWSLETTER

Deliver your message straight to the inboxes of rice industry decision-makers.

The *USA Rice Daily* reports the latest news on issues and activities that matter most to the rice industry. The newsletter is published Monday through Friday at 3:30 pm ET approximately 230 times per year and is distributed to more than 4,800 subscribers.

Advertising Rates & Information

Placement	Ad Frequency	Member	Non-Member
Leaderboard Ad (600 x 90 pixels)	1 Month (19+ emails)	\$ 1,710	\$ 1,900
Box Ad (300 x 350 pixels)	1 Month (19+ emails)	\$ 855	\$ 950

Limited Availability

E-newsletter advertising is sold by the month and limited to one leaderboard and one box ad per month.

Ad Specifications

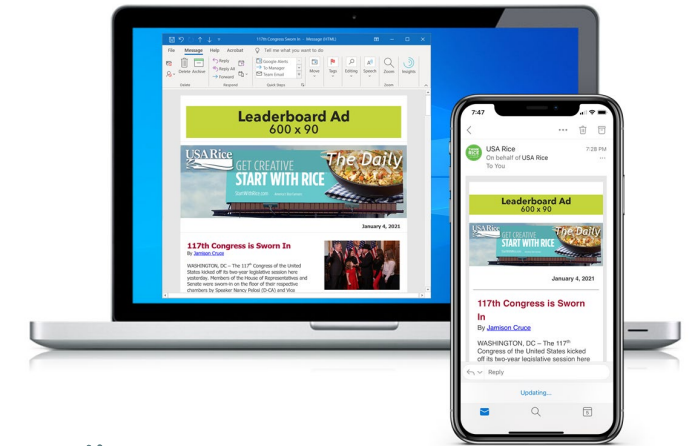
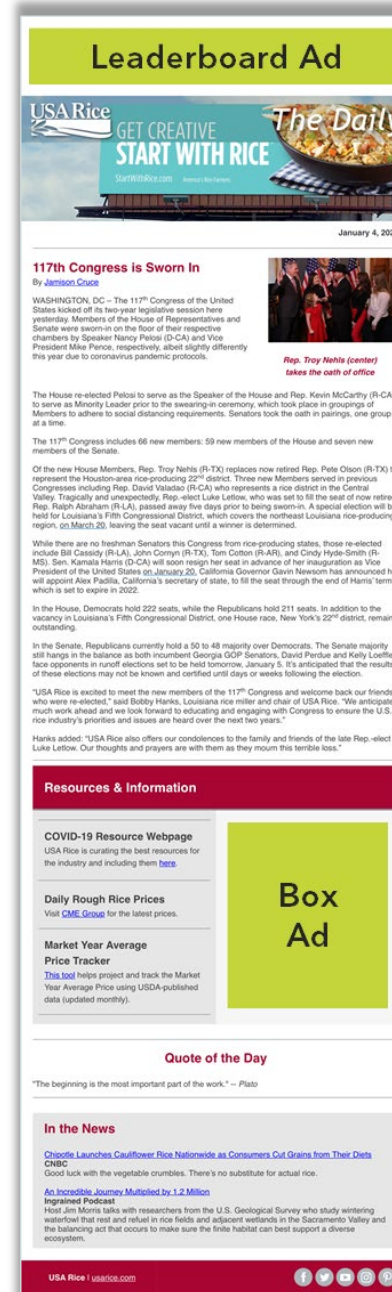
Accepted File Formats: JPG, PNG, or GIF (note: animated GIFs may not display correctly for all recipients). Max File Size: 5MB

Ad Deadlines

Ad artwork and URL are due on the 15th of the month prior to start of campaign.

RESERVE YOUR SPACE TODAY!

Katie Maher, kmaher@usarice.com, 703-981-1352



24%
average open rate



11%
average click-through rate



4.8K
newsletter subscribers



Ad Artwork & URL
can be updated monthly



Monthly Metrics
provided to evaluate your exposure

THE RICE STUFF PODCAST

Get into the ear of your target customers and prospects.

Launched in July 2020, *The Rice Stuff* podcast speaks directly to rice farmers, millers, and marketers about the issues they care most about. New episodes are released on the second and fourth Tuesday of every month and are supported by a companion website, TheRiceStuffPodcast.com, and promoted via USA Rice's Twitter (3.5k followers) and the *USA Rice Daily* e-newsletter (4.8k subscribers).



General Podcast Statistics

According to PodcastHosting.org, podcast listeners in the United States ...



93%

listen to all or most of each episode



60%

made a purchase from a podcast ad



81%

pay attention to podcast ads



54%

are more likely to consider the brand advertised

Advertising Rates & Information

The hosts discuss your product/services in a 30-second commercial. The commercial plays in all podcast episodes (including new and past episodes) for the duration of the campaign. Podcast sponsorship is available monthly, but a 15% discount is applied when you sponsor three (3) months or more.

Ad Duration	Member	Non-Member
1 Month	\$ 900	\$ 1,000
3 Months	\$ 2,295	\$ 2,550
6 Months	\$ 4,590	\$ 5,100
9 Months	\$ 6,885	\$ 7,650
12 Months	\$ 9,180	\$ 10,200

Limited Availability

There are two commercial breaks per episode and each break contains two 30-second ad slots (up to four unique advertisers per episode). Ad slot placement is assigned on a first-come, first-served basis.

Ad Content Deadlines

Advertisement copy or talking points are due on the last Monday of the month prior to start of campaign. Our hosts will also schedule a call with you to learn more about your company and services.



Ad Variety

Our hosts can create two unique commercials, so listeners hear different ads on even and odd numbered episodes. Commercials can be updated monthly to keep your message fresh & timely.



Monthly Metrics

We'll provide listenership metrics for the duration of your campaign to evaluate your exposure.



Host Read Ads

55% of podcast listeners express positive sentiment when they hear products and services discussed by the hosts (versus 34% when they hear an ad from a company).

Source: Interactive Advertising Bureau-Edison Research

RESERVE YOUR SPACE TODAY!

Katie Maher, kmaher@usarice.com, 703-981-1352

USA RICE WEBSITE

Give your company the attention it deserves in front of thousands of rice industry professionals.

The USA Rice website hosts an abundance of relevant and timely content that our members regularly seek out. Use exposure to drive traffic to your company's website.

Advertising Rates & Information

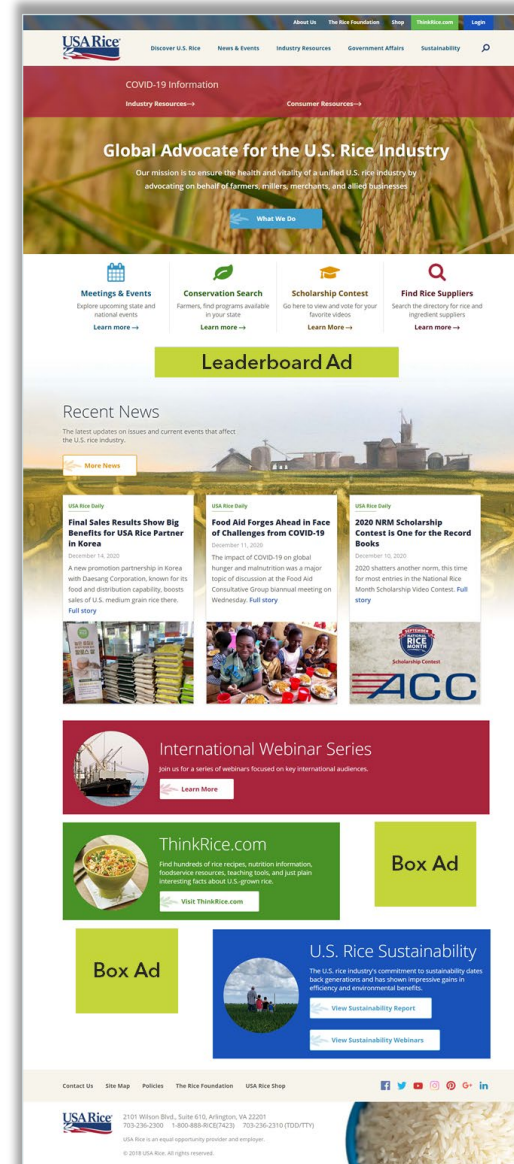
Campaign Type	Ad Duration	Member	Non-Member
Leaderboard Ad (729 x 90 pixels)	12 Months	\$ 3,150	\$ 3,500
Box Ad (300 x 250 pixels)	12 Months	\$ 1,755	\$ 1,950

Limited Availability

Availability is capped at 10 simultaneous advertisers per campaign type (e.g., leaderboard and box ad).

Advertising Details

Once you sign-on as a website advertiser, USA Rice will put you in contact with our publishing partner, Multiview, who will help with next steps.



Website Ad Placements

- ▶ Homepage of www.usarice.com
- ▶ All *USA Rice Daily* article pages (archived e-newsletter stories)
- ▶ Calendar page (upcoming industry meetings and events)
- ▶ Member Documents page (member-only publications and resources)



120,000
guaranteed annual impressions



Brand Visibility
on select high-traffic pages

RESERVE YOUR SPACE TODAY!

Katie Maher, kmaher@usarice.com, 703-981-1352

MAXIMIZE & SAVE WITH ADVERTISING PACKAGES

Get the most bang for your buck and amplify your brand's exposure with USA Rice's bundled advertising opportunities. If you'd like to customize a package, let us know.



► Elite Package - 15% discount

Member: \$ 12,393 Non-Member: \$ 13,770

- Website – Leaderboard Ad (12 months)
- USA Rice Daily E-Newsletter – Leaderboard Ad (4 Months)
- Podcast – Ad Spot (6 Months)

► Premium Package - 15% discount

Member: \$ 8,453.25 Non-Member: \$ 9,392.50

- Website – Box Ad (12 Months)
- USA Rice Daily E-Newsletter – Leaderboard Ad (3 Months)
- Podcast – Ad Spot (4 Months)

► Distinguished Package - 15% discount

Member: \$ 4,131 Non-Member: \$ 4,590

- USA Rice Daily E-Newsletter – Box Ad (3 Months)
- Podcast – Ad Spot (3 Months)

RESERVE YOUR SPACE TODAY!

Katie Maher, kmaher@usarice.com, 703-981-1352