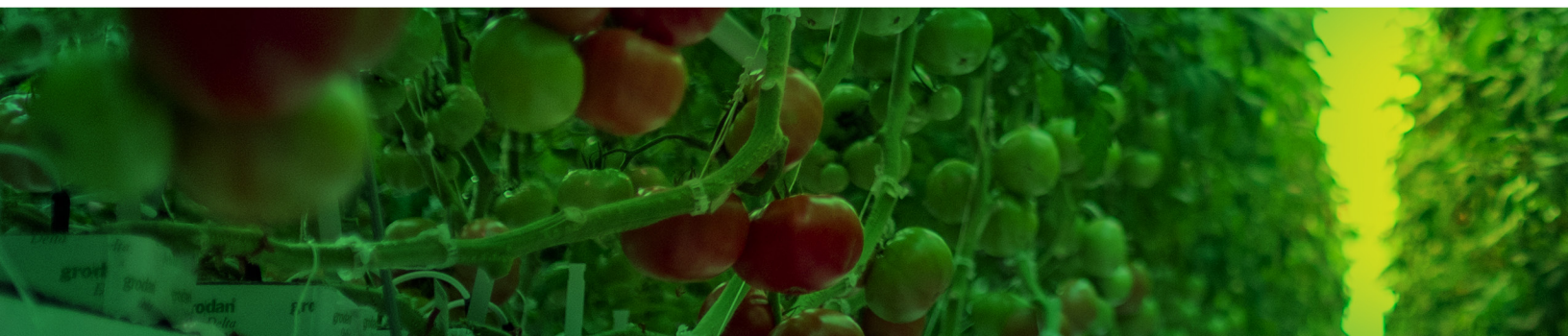




# 2021 MEDIA GUIDE

*Sponsorship & Advertising*



URBANAGNEWS.COM

## WHY PARTNER WITH URBANAGNEWS.COM?

As an Urban Ag News partner you will become a key player in helping educate, inform and build the ever changing and evolving industry of commercial greenhouse vegetable production, vertical farming, protected agriculture and as well as other innovative forms of controlled environment agriculture (CEA.)

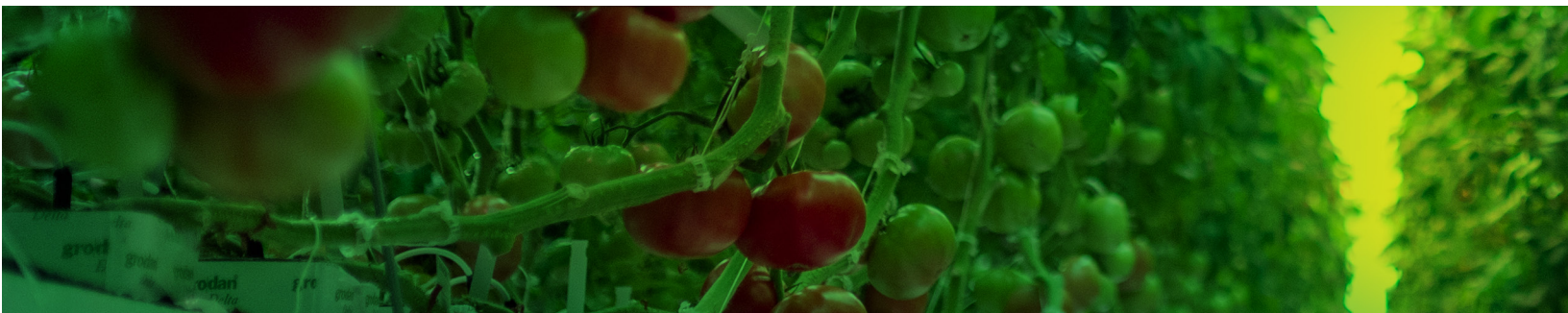
## OUR MISSION

Urban Ag News is a *connector* for a niche industry. We bring together farmers, growers, researchers, educators, manufacturers, suppliers as well as everyone else interested in CEA.

Our goal is *education*. By providing a unique blend of entertaining and educational content our readers and viewers will get basic understanding of the science, leaders and technology shaping the industry and leading us into the future.

### *Urban Ag News highlights:*

- Qualified and growing list of more than 4,300 individuals focused on being a part of the innovative world of horticulture and agriculture.
- Experienced, focused and a creative team with a passion for new visions of protected ag technology, niche crop production and innovative growing concepts.
- Proven content creator. Urban Ag News has published 15 issues (as of November 1, 2016) which means we have created more than 55 original articles (many of which have been reprinted by horticulture industry associations and trade media outlets), 8 videos and a wide variety of supporting and unique informative graphics.



# Testimonials



"Urban Ag News is a great source of information for **monitoring trends** in the emerging controlled environment agriculture industry and a great way to reach more than 15,000 readers."

—**Robert Colangelo**, Founding Farmer, Green Sense Farms (USA)

"Urban Ag News is a GREAT eMagazine. It's **extensive** and **professional**. I find that I'm substantially educated by much of the content; whether it's a subject such as lighting, substrate or nutrients. It's First Class."

—**David Proenza**, President, Urban Farms (Panama)



"Urban Ag News is a **key source** of controlled environment agriculture information. It provides a balanced viewpoint on all sectors of the industry and clearly has a mandate to **educate**."

—**David Bell**, CMO Houweling's Tomatoes (Canada)



"Outstanding content focused on **relevant** issues facing urban and hydroponic growers. Great support from the team; I truly felt like my opinions and **needs were heard and met**. Urban Ag News is unlike any other publication in the industry – it's all information and no fluff."

—**Nathan Keil**, Marketing Manager, Pleasant View Gardens (USA)

"Urban Ag news is always filled with **timely and informative articles**. Founder Chris Higgins is one of the leaders in the industry and I would like to thank him and his team for sharing their knowledge with the rest of the hort community. Keep up the great work!"

—**James Grouzos**, Lighting Solutions Specialist, P.L. Light Systems (USA)



"I am HONORED that Urban Ag News took the time to focus attention on the work we do to increase access to healthy food through indoor farming. We are greatly impressed by the **quality** of the reporting and the **professionalism** of the Urban Ag News staff and definitely appreciate the work they do to promote urban agriculture as an industry."

—**Duron Chavis**, Director, Harding Street Urban Agriculture Center and Happily Natural Day (USA)

# Sponsorship Opportunities

## WEB AND NEWSLETTER ADS

<b>Premium</b> - Homepage positioning on sidebar	<b>\$500 per month</b>	<b>Size</b> 325 x 300 pixels
<hr/>		
<b>Premium package</b> - Whole site on sidebar	<b>\$800 per month</b>	<b>Size</b> 325 x 300 pixels
<hr/>		
<b>Blog posting</b> - Including newsletter - Limited per article to 3	<b>\$1000 permanent</b>	<b>Size</b> 800 x 150 pixels
<hr/>		
<b>Secondary pages</b> - Placement on select secondary pages on sidebar	<b>\$450 per quarter</b>	<b>Size</b> 325 x 300 pixels
<hr/>		
<b>Newsletter</b> - Placement within our newsletter	<b>\$400 per month</b>	<b>Size</b> 600 x 200 pixels

## EDUCATIONAL VIDEO SPONSOR – \$5,000/VIDEO

This sponsorship includes a 5- to 8-minute video that educates growers on key disciplines important to the success of their crops. The focus of these videos can include products as they fit into the growers' production processes. In collaboration with your company, these videos will be created by Urban Ag News. This video will be highlighted on our website, YouTube, and in our newsletters.

## OTHER SPONSORSHIP OPPORTUNITIES TO COME INCLUDE:

*To be priced as "Special Projects"*

Books - T-Shirts - Networking Events - Conferences - Blog Articles - Webinars



Urban Ag News highlights growers, and current information on controlled environment agriculture.

*SOME OF OUR LATEST ARTICLES INCLUDE:*

## Grower Focus:

How is FresH2O Growers offering consumers “fresher, greener, healthier” lettuce?

Making the switch to hemp—what should you consider?

Understanding the business of growing edible crops in a greenhouse or vertical farm

## Industry Experts:

Could open source agriculture revolutionize the industry?

‘Back to Basics – Plant responses to temperature by Dr. Chieri Kubota

Optimizing Plant Production Under a Controlled Environment

History of the Tower Garden®

## Business:

Are Consumers and Growers Putting Dollars in the Local Food Industry?

Sales and Distribution: The Keys to Success for Local Farming

5 Things you need to know about financing your farm

## Industry-related Events:

Urban Ag News is a media partner with various industry events.

- GreenTech Americas
- Indoor Ag-Con
- Silicon Valley AgTech Conference
- Indoor Agriculture Energy Solutions Conference
- Sustainability and Digitalization Leaders Summit

We also support the universities and educational organizations with their many courses, workshops and webinars, including:

- University of Arizona
- The Ohio State University
- Michigan State University
- GLASE
- University of Connecticut



# Videos



## VIDEOS CREATED FOR CURRENT SPONSORS

Understanding Light Quantity  
Understanding Light Quality  
Managing Light in Horticulture Crops  
Greener Roots Farm

## CONCEPTUAL OPPORTUNITIES IN NEED OF SPONSORS

Learning to Take Samples for Tissue Analysis  
Understanding Seed Germination  
Learning the Basics of Fertilizer  
Understanding O<sub>2</sub> in Substrates  
Making Sense of Growing Systems  
Key components of Vertical Farms (6 part series)  
...and many more

# Industry Involvement

Urban Ag News is an active media partner for various industry events, and our founder, Chris Higgins actively participates as a speaker and panelist at many of these.

**Media Sponsor** for *Indoor Ag Con, Vertical Farming World Congress, Agritecture Xchange, Future Farming Technology Expo, Indoor Ag Tech Innovation Summit, HortiCann Light + Tech Conference, Silocon Valley AgTech Conference, GreenTech Americas* and the *Global Initiative*.

Supports Land Grant Universities with surveys, grants and research.

Visits to the most advanced facilities around the world.

Supports innovative events including *Tour de Fresh, Earth Day Texas* and others that focus on community and health through exposure to promoting fresh produce and education.

**Sponsor** of *OutHunger*. Out Hunger was created to empower you to actively end hunger that exists in our community, city, state, and nation.

**INDOOR AG+CON**



# Social Media

Urban Ag News posts regular updates to social media and has a growing recognition as a trusted content provider.

*All numbers have been grown through grass roots efforts, not paid solicitation.*

Twitter

**9,780+ FOLLOWERS**

Facebook

**3,790+ LIKES**

Email Newsletter

**15,200+ SUBSCRIBERS**

LinkedIn

Our founder, Chris Higgins has  
**6,500+ FOLLOWERS**  
and is an active writer.