

# 2011-2012 MEDIA KIT

WWW.DOMESTICFUEL.COM



**DOMESTICFUEL.com**

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 2,000 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 25 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 Domestic Fuel?

Launched in the fall of 2005, Domestic Fuel has become one of the primary daily news sources for the alternative energy industry, read by industry leaders, decision makers and other stakeholders, in addition to the general public searching for information. Domestic Fuel is extremely search engine optimized. Search engines such as Google include biofuels stories posted on Domestic Fuel in both regular web and news keyword search results.

Domestic Fuel is updated daily by award-winning reporters who seek out the latest news and information on ethanol, biodiesel, wind, solar, hydrogen and other renewable energy sources. Original content includes coverage of major industry events, often featuring on-site audio interviews, photos and video. Domestic Fuel regularly covers the National Biodiesel Conference, the

National Ethanol Conference, Fuel Ethanol Workshop, American Coalition for Ethanol annual meeting, and the Cellulosic Ethanol Summit, in addition to many others.

### Who Reads Domestic Fuel?

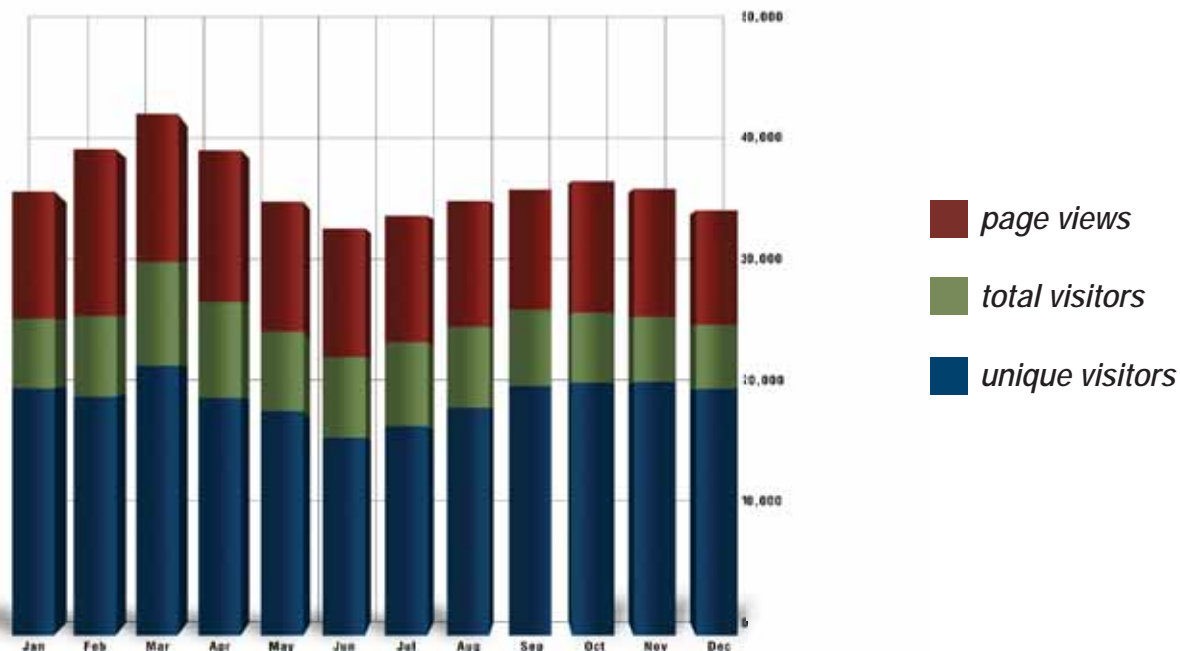
According to a recent readership survey, the largest percentage of Domestic Fuel visitors (13%) are existing biofuels producers. The next largest categories are industry Advertising/Marketing/Sales (9%), Consulting (8%), Engineering (7%), Consumer/General Public (7%), and Association/Organization (6%).

Domestic Fuel gets visitors from all over the nation and the world, with the top ten states being California, New York, Texas, Illinois, Missouri, Florida, Iowa, Minnesota, Washington DC and Virginia.

## Website Statistics

Since 2005, the Domestic Fuel team has posted nearly 8,000 stories, including 2,600 on biodiesel and over 4,400 on Ethanol, as well as hundreds on wind and solar. In addition, there are more than 7,000 approved comments from visitors posted to the site, showing a high level of interactivity with the audience. The Domestic Fuel team has posted nearly 900 audio interviews with industry leaders and published more than 110 video clips. The website also features two regular podcasts – the DomesticFuel Cast on all types of renewable energy, and The Ethanol Report, sponsored by the Renewable Fuels Association.

According to Google Analytics, Domestic Fuel had over 314,000 unique visitors in 2010, averaging about 26,000 visits per month and 38,000 page views. In addition, there are over 600 subscribers to the Domestic Fuel news feed and more than 40 other websites are re-publishing Domestic Fuel news. The website is also distributed via Twitter feed on which there are currently over 1,200 followers, and that number continues to increase as the use of this social networking tool grows. The weekly Domestic Fuel newsletter, which highlights stories for the week, is sent to nearly 1,500 contacts in the renewable energy industry.



## Banner Advertising

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

<b>1 month:</b>	\$1000
<b>3 months:</b>	\$850 per month
<b>6 months:</b>	\$700 per month
<b>12 months:</b>	\$600 per month

## Creative Services

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

\$1500 per day plus expenses

## Domestic Fuel Preferred Sponsor

### Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra.
- 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 Domestic Fuel 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.
- One day onsite coverage for one event. Includes photography, audio and video interviews, and dedicated posts. Value \$1,500. *(Travel costs not included and will be billed separately.)*

**Total Sponsorship: \$17,000**

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



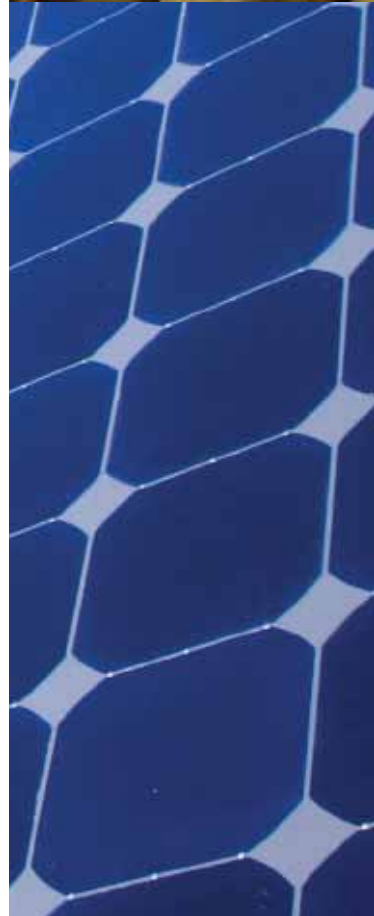
## Domestic Fuel Premier Sponsor

### Annual program that includes:

- Banner ad on the home page. Specific placement determined by availability. Ad may rotate, placement exclusivity extra.
- 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. Value \$4,500. *(Travel costs not included and will be billed separately.)*

**Total Sponsorship: \$25,000**

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



### Sales inquiries should be directed to:

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