

Find out more about E-mail marketing with HPJ:



- Some of the most sought after content in the industry, delivered directly to producers' inboxes.
- Opted-in readers who rank HPJ their #1 source for purchasing information!
- Written by HPJ's award winning editors and experts from our "U" events happening around the country.

With HPJ Direct, you'll reach the large diversified operations who request our content and attend our events.

Now, use HPJ Direct "CM" and we'll deliver your Commercial Message.

HPJ Direct "XP" will let you eXPand your message NATIONWIDE!



Find out how you can select from over 700,000 farm and ranch email addresses!

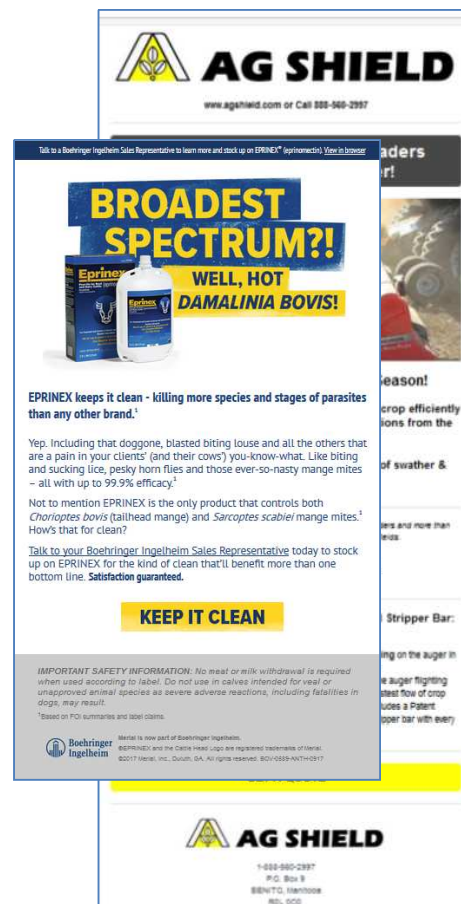
Call for details! 800-397-8908 [phurst@hpj.com](mailto:phurst@hpj.com) 1-800-397-8908

Now available

**HPJ** **DIRECT**  
XP, CM

## 700,000+ Farm and Ranch Opted-in Emails!

- **Expanded/Commercial:** Expand HPJ Direct nationwide or regionally with HPJ Direct "XP" Send commercial emails with HPJ Direct "CM"
- DMA Certified strategic partner for 10 years
- Limited access for high responsiveness
- 30 Demographic and Regional Selects
- Your commercial content, deployed to our exclusive opted-in, Geo/Demo Targeted Farm/Ranch Email List
- We'll deploy all at once or evenly over a multi-month timeframe
- Two bonus follow up emails to "White File" of producers who responded
- White File names and mailing addresses provided at campaign finish, along with reporting
- Managed campaigns for your Co-op Programs too!



**Most Popular: Block of 100,000 emailings sent on your schedule. \$7,500**  
**Quantity Special: 400,000 emails gets you 40% off, just \$45 cpm!**

For more details about this new offering, contact Paul Hurst,  
1-800-397-8908 or [phurst@hpj.com](mailto:phurst@hpj.com)

*Thank you!*