

Connecting Communities

PAID MEDIA OUTREACH



Leverage media partnerships

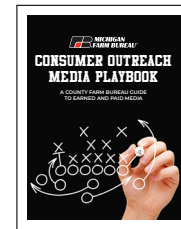
In 2024, Michigan Farm Bureau is launching resources, templates, and a grant initiative to encourage county Farm Bureaus to conduct adult-focused consumer outreach to build relationships along the farm to fork path. Paid media partnerships can be one way to ensure agriculture's message is shared at the desired times of year to highlight agriculture in your county.

Paid Media Buys

Extend MFB's statewide media campaigns through paid-for advertising in your county. Use these customizable ads to amplify your message.

Step 1

Scan the QR code to download the *Consumer Outreach Media Playbook*.



Step 2

Gather your county's Farm Bureau leadership and consider questions 1-5 on page 4 of the book to organize your objectives and audiences for the campaign.

Step 3

Contact Jon Adamy, MFB Media Relations Specialist, at jadamy@michfb.com or (517) 212-7185.

Step 4

Confirm budget and work with Jon to complete the *Advertisement Design Request Form*.

Step 5

Review proofs of advertisement content, submit finals to media outlet(s), and ask the media outlet(s) for analytics after campaign.



★ **Bonus:** Consider other media coverage options outlined in the playbook such as media advisories for agricultural events, op-eds, and more.

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MFB and Michigan Grown, Michigan Great on tv!

In 2024, MFB and the Michigan Ag Council (MAC) will be partnering to run more ads on streaming television! In the first six months of 2023, MAC has had more than one million views of commercials streaming on Hulu, Discovery, WILX in Lansing, and more! Additional commercials will be coming in 2024! Scan the QR codes to watch the current MAC ads.



Budget Considerations

Item	Approximate Cost
Local News Web Ads	\$500-750
Local News Print Ads	***
YouTube Non-skipable Streaming Ads	\$700/month
Streaming TV Ads	\$2,000/month

***Costs will vary.



County Farm Bureaus are eligible for \$1,000 toward Connecting Communities initiatives. Applications must be submitted by October 1, 2023. Scan the QR code to apply.