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Quick Facts

- More than 45 networks and 74 stations make up the National Association of Farm Broadcasting (NAFB) Broadcast Council and collectively provide programming aimed at rural audiences on more than 1,500 radio stations nationwide, connecting with 3.18 million U.S. farmers and ranchers.
- The NAFB News Service is a media-release distribution service, available to all Broadcast Council members, connecting companies, trade associations, government agencies and more with farm broadcasters and rural America.
- NAFB Broadcast Council members rate the NAFB News Service as a top benefit of NAFB membership, it's the first stop for many members every morning.

NAFB News Service

- There's more to the NAFB News Service than media-release distribution. Unlike other services, the News Service is utilized by NAFB farm broadcasters for daily ag news content. In addition to news partners, farm broadcasters also provide content for the News Service for use by members all across the country.
- The NAFB News Service staff, led by Editor Chad Smith, provides additional farm news and agricultural policy stories, including a one-of-a-kind, broadcast-ready daily feature on news affecting rural America from the nation's capital—National Ag News.
- The NAFB News Service is a combination of PRNewswire and Associated Press for rural America, providing journalistic credibility. The News Service works with clients to produce audio news releases providing targeted content for the U.S. farmers and ranchers.

Measuring Value

For a one-time fee per release, your news or audio news release will be distributed to all NAFB Broadcast Council members. The News Service allows you to pay one fee to reach the nationwide audience compared to paying several fees for each station the audio is aired on.

Audio news release production is provided, but you may also submit your own produced content for News Service distribution.

While usage of stories varies, we provide a usage report detailing audio downloads by NAFB member and the coverage area.

Additional Value

Once produced, the audio news release is available for use in promotions beyond the News Service. This includes communications to your customers and on your website.

Each story is promoted through the News Service Facebook page and in a daily email to farm broadcasters. It's another tool we use to promote your story on the News Service!

Pricing

- \$750 per release for NAFB members.
- \$700 per release for annual contracts of 12 or more releases.
- Additional packages beyond 24 yearly release are available.
- Further promote your audio release with a banner ad in the daily *News Service Notes* email.

Simple Process

Contact the News Service at news@nafb.com. The Editor will interview your spokesperson, pull three to four audio soundbites, and write a suggested script, forming the audio news release. Final audio releases will be sent for approval. A usage/download report will be sent a week following the posting of the audio release.

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