



2026 Digital Shortliner Advertising Media Kit

Put Your Brand in Front of the Farm Equipment Industry Every Week

About the Digital Shortliner Newsletter

FEMA's digital *Shortliner* is a weekly email publication delivering timely industry news, association updates, and business resources to leaders across the farm equipment manufacturing supply chain. Backed by FEMA's 76-year legacy, it provides advertisers with a credible, targeted platform to reach industry professionals who influence purchasing decisions.

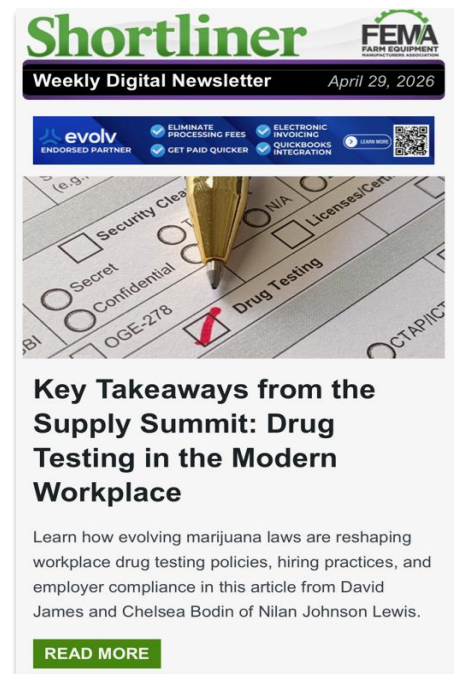
Why Advertise in the FEMA Digital Shortliner Newsletter?

Advertising in FEMA's digital newsletter offers consistent, high-impact visibility in a format designed for today's readers:

- Direct access to a highly targeted, industry-specific audience
- Mobile-friendly and desktop-optimized placements
- Clickable ads that drive traffic to your website or landing page

FEMA: A Trusted Source Since 1950

Serving the specialized farm equipment manufacturing industry for more than 76 years.



DIGITAL SHORTLINER AT A GLANCE

- **Frequency:** Weekly (with holiday and event exceptions)
- **Format:** Email publication optimized for desktop and mobile viewing
- **Audience Reach:** 1,600 subscribers across the farm equipment industry

Featured Advertising Placements



Marquee Banner Ad

Top-of-newsletter premium visibility—your brand is the first message readers see.

Size: 600 px x 80 px. One advertiser per issue.

Rate: \$500 per issue. (+\$100 animated GIF)

Spotlight Ad

Large-format placement designed to maximize visibility and reader engagement.

Size: 600 px x 200 px.

Rate: \$350 per issue.



**Let us help protect
your business**

Our program has been exclusively
endorsed by the Farm Equipment
Manufacturers Association since 1975.*

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OUR PRODUCT LIABILITY INSURANCE POLICY INCLUDES:

- Safety consultants who understand product design and appropriate equipment use
- Claims professionals trained to investigate and manage each claim promptly and fairly
- Flexible, no-interest payment options

To learn more, email femp@sentry.com or call 800-473-6879.

*This is a paid endorsement.

Property and casualty coverage are administered and policy services are provided by a member of the Sentry Insurance Group. Sentry Insurance, like all companies, is not a guarantor. Policy coverages, benefits, and amounts are not available in all states. See policy for complete coverage details.

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Feature Box Ad



Sidebar placement designed to deliver consistent visibility alongside newsletter content.

Size: 300 x 300 px.

Rate: \$275 per issue.

Performance Snapshot

67.85% Average Email Open Rate

Exceptional engagement compared to typical B2B industry benchmarks.

1,639 Total Email Opens

Strong visibility among farm equipment professionals nationwide.

Highly Targeted Industry Audience

Reach manufacturers, suppliers, distributors, and service providers in one focused market.

Association-Based Membership Reach

Connect with a trusted network of verified industry professionals.

Repeat Reader Engagement

Consistent readership and ongoing interaction with association communications.

Direct Access to Industry Decision-Makers

Reach executives, sales leaders, marketers, and operational leaders across the farm equipment industry.

Multi-Issue Advertising Discounts

- **4–12 Issues** — 10% Discount
- **13–26 Issues** — 15% Discount
- **27+ Issues** — 20% Discount

Non-Member Advertising Rates

Rates listed apply to FEMA member companies. A 20% surcharge applies to non-member advertisers.

Ad Specifications & Deadlines

Accepted formats: JPG, PNG, GIF (PDF not accepted)

Maximum file size: 1 MB

URL required for all ads

Deadline: Five business days prior to scheduled distribution

Publication Schedule Notes

The newsletter is published 45 times a year and is not distributed during major holidays including Easter, Thanksgiving, Christmas, or FEMA convention weeks*. Publication dates may be adjusted due to staff availability, vacations, or other circumstances. Advertisers will be notified in advance whenever possible.

*Spring Convention: March/April 2027 (TBD)

Fall Convention: October 26–28, 2026 | New Orleans, LA.

Reserve Your Space

For availability, scheduling, or insertion orders, contact Gina at the Farm Equipment Manufacturers Association (FEMA):

- Gina Clark | (314) 878-2304 | <mailto:Ads@FarmEquip.org>