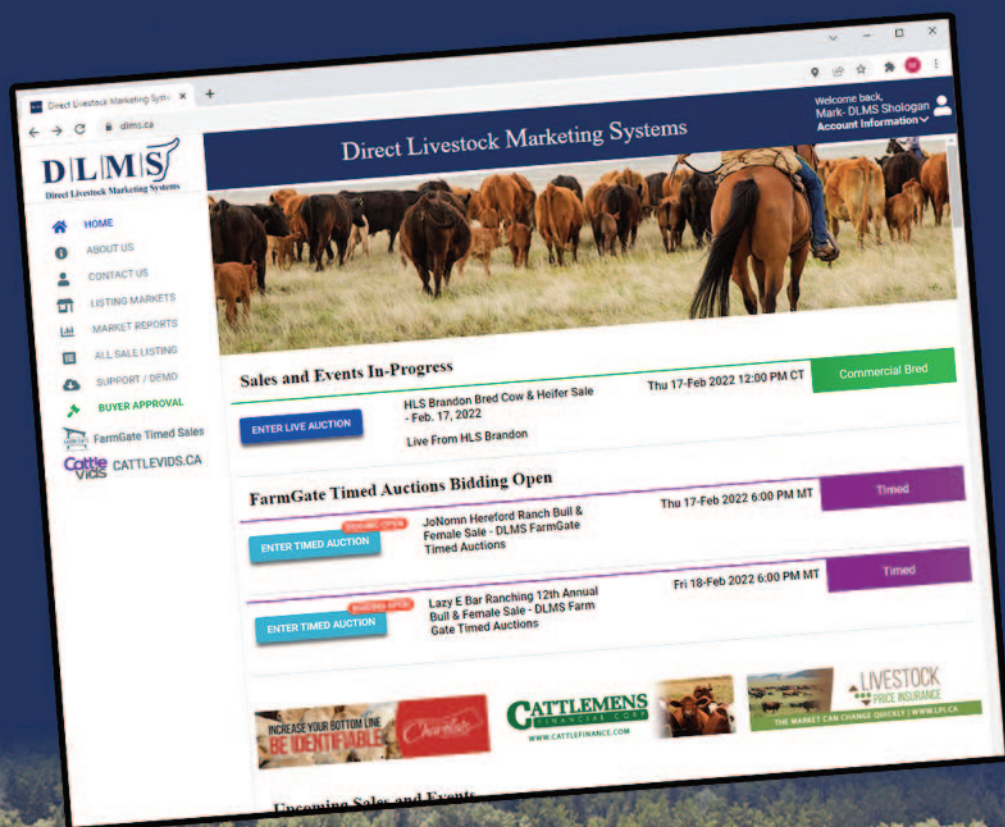


D | L | M | S

www.dlms.ca

**Direct Livestock
Marketing Systems Inc.**



Advertising Rate Sheet

Welcome to DLMS?

Direct Livestock Marketing Systems or DLMS is an internet marketing company specializing in real-time internet auction sales. Through our website, we broadcast commercial and purebred livestock sales as well as specialty events from across Canada. Presently DLMS markets over 90,000 head of cattle annually through the weekly direct off farm sales. In addition DLMS is the industry's leader in pre-sort sale broadcasting. In conjunction with our affiliated auction markets, DLMS will broadcast the sale of over 650,000 head of pre-sorted cattle from across western Canada.

In addition to the commercial marketing division, DLMS also offers a purebred livestock and specialty event marketing division. Through this division we will run over 350 sale and events per year. This includes some of the premier purebred cattle, sheep and horse sales and specialty livestock events throughout Canada. These specialty events are broadcast live in realtime via www.dlms.ca.

Why advertise with DLMS?

DLMS home page receives an average of 253,000 page views per month with peak months being close to 900,000. Our traffic base is largely made up of progressive agricultural producers that are in tune with the industry. Take advantage of DLMS's increasing popularity by purchasing advertising space on our site. DLMS is an ideal vehicle to advertise your product or service to a focused agricultural audience.

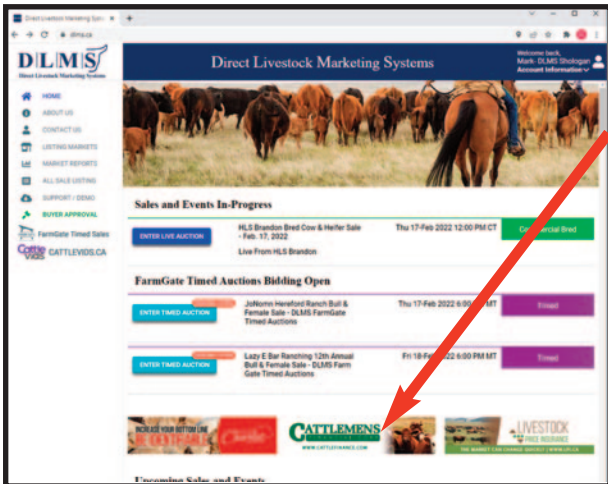
DLMS Web Page Advertising Prices

Home Web Page Advertising:

1 month	3 months	6 months	12 months
\$300.00	\$700.00	\$1350.00	\$2500.00

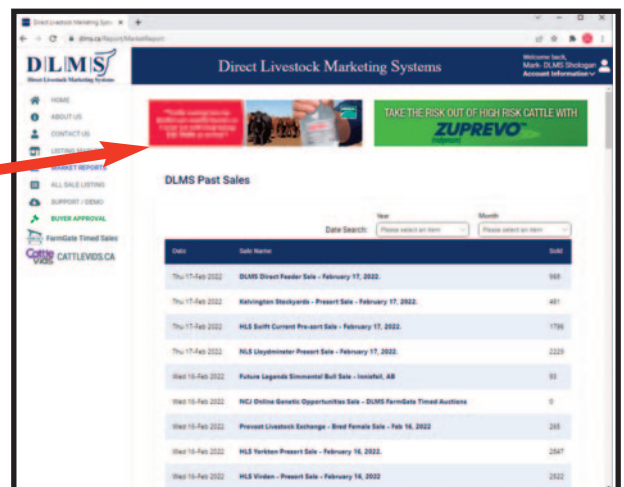
Ad Detail Size - 400 px wide X 100 px tall

Ad Detail Format - JPG or PNG or Gif or Animated Gif Formats



Home Web Page Advertising:

This is a prime location for advertising. Ads rotate across homepage pages as a person is on the page or mobile device. Visitors are greeted with ads on the home page between the active sales of the day and the upcoming sale list on DLMS. Ads include a click through link to allow customers to reach your website with one click of the button.



Market Report Webpage Advertising:

The highest traffic area of the DLMS website is the Market Report page and this prime advertising location with larger advertising spots. The Market report ads spots rotate across the pages every 30 seconds or on page refresh. Ads include a click through link to allow customers to reach your website with one click of the button.

1 month	3 months	6 months	12 months
\$600.00	\$1400.00	\$2700.00	\$5000.00

Side Ad Detail Size - 575 px wide X 125 px tall

Side Ad Detail Format - JPG or PNG or Gif or Animated Gif Formats

DLMS Pre-Sort In-Sale Advertising

During all pre-sort online auctions, there is an area with rotating advertisements displayed on the sale screen. Anyone viewing the auction will see the randomly assigned ads throughout the sale. Animated GIFs are NOT allowed in this section. However, send us 2 different images and they will switch the same as an animated GIFs. We recommend a different message for each image.

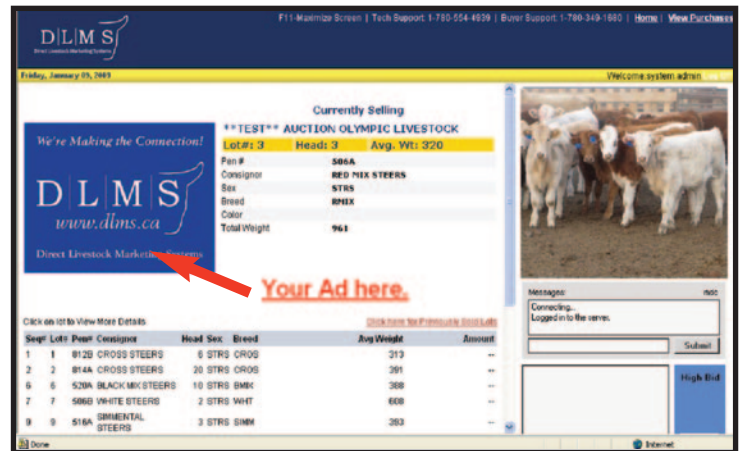


Pre-Sort In-Sale Auction Ad Plan

- Auction Ad Detail Size - 640 px wide X 480 px tall at 72 dpi.
- Auction Ad Detail Format - JPG or PNG Formats only

- **Local In-Sale** Pre Sort Auction ads will be displayed in the 3 market sale broadcast of your choice

- **National In-Sale** Auction ads will be displayed in all Pre Sort sale broadcasts on DLMS



In-Sale Ad Rates - Ads are given a minimum of 10 spots per sale up to 60 sales per month on National Program

	1 month	3 months	6 months	12 months
National In-sale Advertising	\$300.00	\$850.00	\$1650.00	\$3000.00
Local In-sale Advertising	\$150.00	\$425.00	\$825.00	\$1500.00

Ads are to be supplied ready to use or DLMS can build the ad for you
Costs for ad production starting at \$100.00 per ad.

DLMS E-Blast Marketing Service

Do you have a new product or service that you want to advertise to all DLMS customers? The DLMS E-Blast service is for you. This email service goes out to the DLMS Database of over 10,000 users. This provides you with a direct connection to get your product or service exposed to our ever expanding list of DLMS customers.

Dedicated Single Email blast Rate \$1000.00

- Discounts apply on multiple eblasts in same season and for producers doing sale broadcast on DLMS.
- Ads are to be supplied ready to use or DLMS can build the ad for you costs for ad production starting at \$100.00 per ad.
- some conditions apply.



Suite 100, 101 Riel Drive
St. Albert, AB CAN T8N 3X4
Ph: 780-732-4384

For more information and to place your ad contact:

Vicky Horn - Website Advertising
Ph: 780-668-8425
email: vicky@dlms.ca

Commercial Cattle Sales
Jeannie Chase Ph: 780-554-4939

email: jeannie@dlms.ca

Purebred & Specialty Livestock Sales
Mark Shologan Ph: 780-699-5082


email: mark@dlms.ca

Direct Livestock Marketing Systems

Welcome back, Mark - DLMS Shologan
Account Information

DLMS
Direct Livestock Marketing System

- HOME
- ABOUT US
- CONTACT US
- LISTING MARKETS
- MARKET REPORTS
- ALL SALE LISTING
- SUPPORT / DEMO
- BUYER APPROVAL
- FarmGate Timed Sales
- CATTLEVIDS CATTLEVIDS.CA






Sales and Events In-Progress

ENTER LIVE AUCTION	HLS Brandon Bred Cow & Heifer Sale - Feb. 17, 2022 Live From HLS Brandon	Thu 17-Feb 2022 12:00 PM CT	Commercial Bred
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FarmGate Timed Auctions Bidding Open

ENTER TIMED AUCTION	JoNorn Hereford Ranch Bull & Female Sale - DLMS FarmGate Timed Auctions	Thu 17-Feb 2022 6:00 PM MT	Timed
ENTER TIMED AUCTION	Lazy E Bar Ranching 12th Annual Bull & Female Sale - DLMS Farm Gate Timed Auctions	Fri 18-Feb 2022 6:00 PM MT	Timed

Increasing Sales and Events

