



Classic Tractor Fever® TV Media Pricing Guide

Phone: 317-638-2338 • CTF@Baxterusa.com

(Baxter Communications, open M-F, 8am-5pm Eastern Time)

Classic Tractor Fever® has been a recognized television and video brand in the tractor collecting world for over 30 years. We offer multiple pre-designed advertising packages on our television program and social media pages, or can customize a package to fit your needs. Our reach to tractor enthusiasts as a trusted source includes the following outlets:

Classic Tractor Fever® on RFD-TV

Our signature series shown in weekly rotation on RFD-TV network, which reaches 47.5 million homes through cable and satellite providers.

- Classic Tractor Fever averages over 1.9 million monthly viewers
- Streams live and on-demand through RFD-TV Country Club
- Airs Saturdays at 12:30pm (EST) and Mondays at 1:00am (EST)

Classic Tractor Fever® on Social Media

Our social media pages offer online weekly content of stories, videos, and photos to keep our subscribers engaged. Our reach as of February 2021:

- Facebook: 148K+ FOLLOWERS facebook.com/ClassicTractorFever
- YouTube: 77K+ SUBSCRIBER youtube.com/ClassicTractorFever
- Instagram: 31K+ FOLLOWERS instagram.com/classic_tractor_fever_tv

Package 1: On-Air 30 Second Spot & Social Media starting at \$1500

- 30-second spot produced featuring graphics, photos, video music, and voice over (Advertiser is responsible for providing logos/video/photos)
- Airs with show on RFD-TV for four (4) weeks; additional slots can be added for \$500 each
- Spot will be posted to Facebook page 1 time; additional posts can be added for \$100 each

Package 2: Video Segment Feature starting at \$2500

- Approx 2-3 min video segment featuring event, product, or company
- Airs as Classic Tractor Fever segment with episode on RFD-TV 1 time, on mutually agreed date
- Posted to Facebook and YouTube as sponsored content 1 time each (additional posts extra)
- Travel expenses additional if video taping is required and more than 3 hours drive from Indianapolis

Package 3: Social Media Post & Links starting at \$500

- Still photo/graphic/logo posted to Facebook as sponsored content, with links to advertiser website

CUSTOM PACKAGES AVAILABLE • CONTACT US FOR DETAILS

FOR EXAMPLES OF PROMOTIONAL CONTENT: BAXTERUSA.COM/CTF-PROMOS

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ADVERTISING EXAMPLES

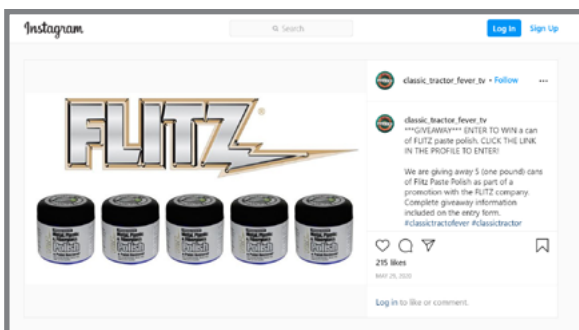
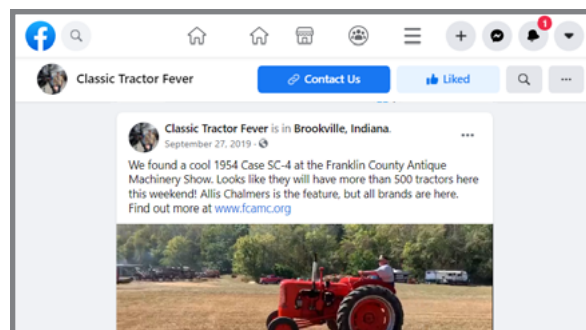
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