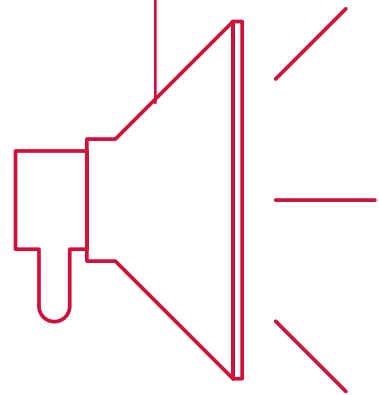


*The* POULTRY FEDERATION

**MEDIA**

**KIT**



# The POULTRY FEDERATION

## WEBSITE

The web is an effective, exciting place for advertisers to target their message and interact with potential customers. An advertisement on thepoultryfederation.com not only communicates with a desirable and specific readership, but also serves as a gateway to more information about your product or service. Ad placements run for a consecutive 30 days.

ThePoultryFederation.com averages more than 2,500 monthly visits of a targeted and highly niche audience of poultry and egg industry professionals.

### AD SIZE

### TPF MEMBER

### TPF NON-MEMBER

**Tile**

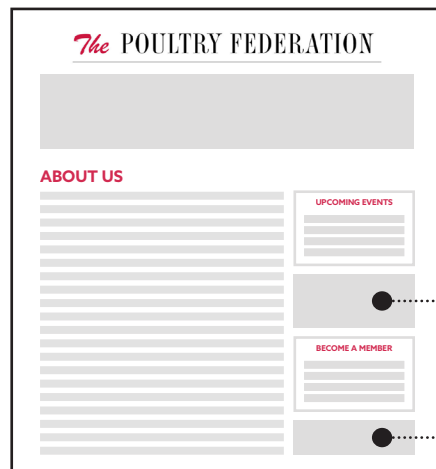
**\$250**

**\$375**

**Content Rectangle**

**\$400**

**\$575**



#### Content Rectangle

300 pixels w x 250 pixels h

#### Tile

300 pixels w x 100 pixels h

#### TILE

Cost effective tool for branding, product awareness, lead generation, direct sales. Placement in right column on one of the following: About Us, Resources, News, Membership or Contact. Advertiser has the option to choose page.

#### CONTENT RECTANGLE

Drive awareness about your brand and product. Placement in right column under Upcoming Events on one of the following: About Us, Resources, News, Membership or Contact. Advertiser has the option to choose page.

#### SUBMISSION GUIDELINES

- Ad files should be supplied in high resolution JPEG files.
- All materials must be 300 DPI, RGB files.
- Link to advertiser url
- If files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.
- Please proof your ad carefully before submission.

# The POULTRY FEDERATION

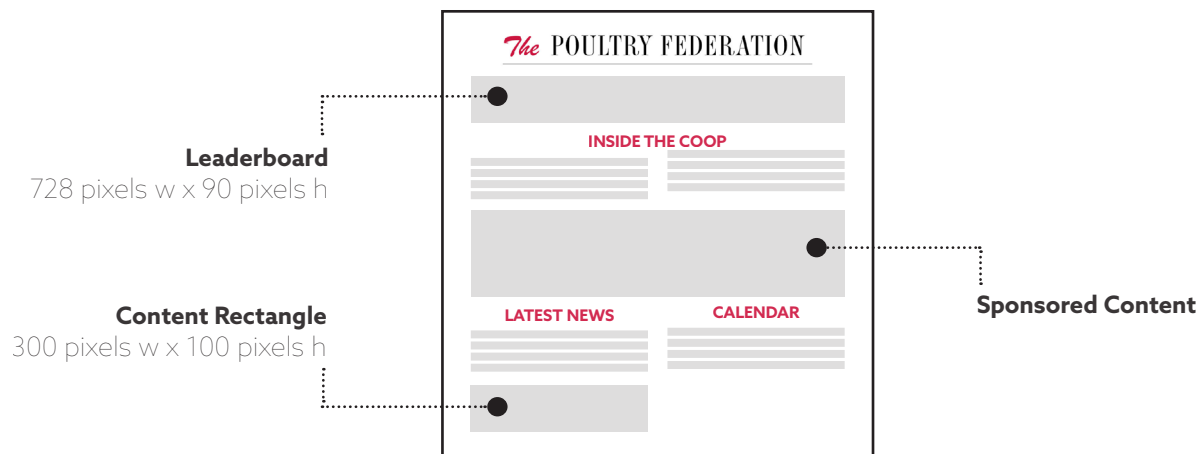
## E-NEWSLETTER

Through The Poultry Federation bi-weekly e-newsletter we can integrate your marketing and advertising messages into our content, providing a targeted reach into Arkansas, Kansas, Missouri and Oklahoma's most well connected poultry membership group.

An advertisement in our bi-weekly e-newsletter not only communicates with a desirable and specific readership, but also serves as a gateway to more information about your product or service.

TPF's bi-weekly e-newsletter is sent to our database of over 1700 allied and poultry members. We average a 35% open rate and 25% click through rate.

AD SIZE	TPF MEMBER	TPF NON-MEMBER
<input type="checkbox"/> Content Rectangle	\$175	\$250
<input type="checkbox"/> Leaderboard	\$250	\$325
<input type="checkbox"/> Sponsored Content	\$450	MEMBERS ONLY



### CONTENT RECTANGLE

Drive awareness about your brand and product. Placement above or below Latest News, New Members or Calendar.

### LEADERBOARD

Capture readers attention with priority placement. Cost effective tool for branding, product awareness, lead generation, direct sales.

### SPONSORED CONTENT

A special section, in a prime location devoted to your organization's marketing objectives. Promote your industry interests, educate readers on relevant topics, extend your branding.

### SUBMISSION GUIDELINES

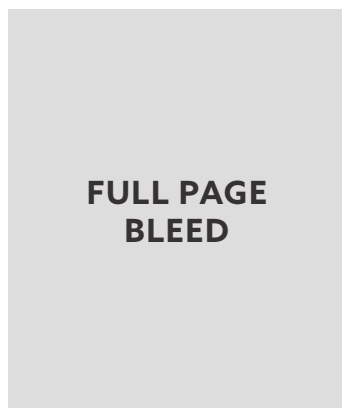
- Ad files should be supplied in high resolution JPEG files.
- All materials must be 300 DPI, RGB files.
- Link to advertiser url
- If files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.
- Please proof your ad carefully before submission.
- Please provide the date(s) you would like to run your ad by selecting from the available dates in the calendar

# The POULTRY FEDERATION

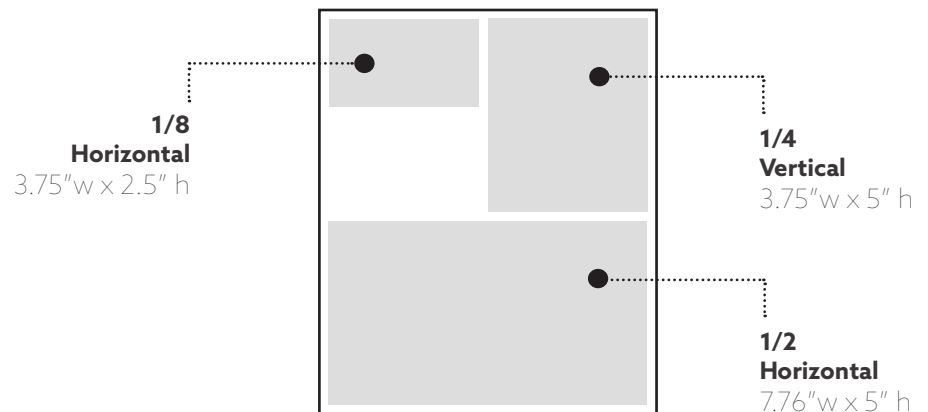
## 2018-2019 MEMBERSHIP DIRECTORY

Increase your company exposure by advertising in our directory which is distributed annually to our members in July of every year. If you are a poultry or allied member of TPF your company information will be featured in the directory.

AD SIZE	TPF MEMBER	TPF NON-MEMBER
<input type="checkbox"/> 1/8 Horizontal	\$250	\$400
<input type="checkbox"/> 1/4 Vertical	\$500	\$750
<input type="checkbox"/> 1/2 Horizontal	\$750	\$900
<input type="checkbox"/> Full Page	\$1750	\$2000



Bleed: 8.75" w x 11.25" h  
Trim: 8.5" w x 11" h  
Live area: 7.73" w x 10.30" h



### BLEED AREA - 8.75" x 11.25"

Include a .125" area on all sides to allow artwork to "bleed" off the page and eliminate the chance of white edges to occur. Bleed areas are only applicable to Full-Page ads. All other ads do not need a bleed.

### TRIM SIZE - 8.5" x 11"

This is the actual print size of the Program/Directory.

### LIVE AREA - 7.73" x 10.30"

Keep important text and images within this area (about .5" from all sides), except elements that are not intended to "bleed" off the page.

### SUBMISSION GUIDELINES

- Ad files should be supplied in high resolution PDF files.
- All materials must be 300 DPI, CMYK files.
- If files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.
- Please proof your ad carefully before submission.
- Ads are due no later than June 25, 2018

# *The* POULTRY FEDERATION

## COMMITMENT FORM

To place print/digital advertisement with TPF please complete the commitment form, select the type of advertisement and select the run date(s) from the advertisement calendar. Submit the completed form to Holly Rogers, Marketing & Communications Director at [holly@thepoultryfederation.com](mailto:holly@thepoultryfederation.com).

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**First Name**

**Last Name**

---

**Company**

---

**Billing Address**

---

**City**

**State**

**Zip**

---

**Telephone**

---

**Email**

---

**Amount To Be Charged/Invoiced**

**Payment**

Check is enclosed (please make payable to The Poultry Federation)

AMEX    MC    VISA    DISCOVER

---

**Card Number**

---

**Expires**

**Security Code**

---

**Authorized Signature**

**Date**

# The POULTRY FEDERATION

## PRINT/DIGITAL ADVERTISING OPTIONS

*Maximize impact by advertising with The Poultry Federation.  
You have to show up to be seen and be seen to be remembered.*

### WEBSITE

AD SIZE	TPF MEMBER	TPF NON-MEMBER
<input type="checkbox"/> Tile	\$250	\$375
<input type="checkbox"/> Content Rectangle	\$400	\$575

### E NEWSLETTER

AD SIZE	TPF MEMBER	TPF NON-MEMBER
<input type="checkbox"/> Content Rectangle	\$175	\$250
<input type="checkbox"/> Leaderboard	\$250	\$325
<input type="checkbox"/> Sponsored Content	\$450	MEMBERS ONLY

### MEMBERSHIP DIRECTORY

AD SIZE	TPF MEMBER	TPF NON-MEMBER
<input type="checkbox"/> 1/8 Horizontal	\$250	\$400
<input type="checkbox"/> 1/4 Vertical	\$500	\$750
<input type="checkbox"/> 1/2 Horizontal	\$750	\$900
<input type="checkbox"/> Full Page	\$1750	\$2000

# The POULTRY FEDERATION

## ADVERTISEMENT CALENDAR

Run dates vary depending for e-newsletter and website placements. Please note that when you choose your date(s) that your materials are submitted by the listed material due date.

### E NEWSLETTER

#### SEPTEMBER/2017

##### CONTENT FOCUS//NUTRITION

- Run Date: 9/11/17 | Materials Due: 9/4/17
- Run Date: 9/25/17 | Materials Due: 9/18/17

#### OCTOBER/2017

##### CONTENT FOCUS//PROCESSORS

- Run Date: 10/9/17 | Materials Due: 10/2/17
- Run Dates: 10/23/17 | Materials Due: 10/16/17

#### NOVEMBER/2017

##### CONTENT FOCUS//TURKEY

- Run Date: 11/6/17 | Materials Due: 10/30/17
- Run Date: 11/20/17 | Materials Due: 11/13/17

#### DECEMBER/2017

##### CONTENT FOCUS//2017 RECAP

- Run Date: 12/4/17 | Materials Due: 11/27/17
- Run Date: 12/18/17 | Materials Due: 12/11/17

#### JANUARY/2018

##### CONTENT FOCUS//NEW YEAR

- Run Date: 1/1/18 | Materials Due: 12/18/17
- Run Date: 1/22/18 | Materials Due: 1/15/17

#### FEBRUARY/2018

##### CONTENT FOCUS//TBD

- Run Date: 2/5/18 | Materials Due: 1/29/18
- Run Date: 2/26/18 | Materials Due: 2/19/18

#### MARCH/2018/

##### CONTENT FOCUS//FOOD SAFETY

- Run Date: 3/5/18 | Materials Due: 2/26/18
- Run Date: 3/26/18 | Materials Due: 3/19/18

#### APRIL/2018/

##### CONTENT FOCUS//LIVE PRODUCTION

- Run Date: 4/2/18 | Materials Due: 3/26/18
- Run Date: 4/16/18 | Materials Due: 4/9/18

#### MAY/2018

##### CONTENT FOCUS//59<sup>TH</sup> POULTRY FESTIVAL

- Run Date: 5/1/18 | Materials Due: 4/23/18
- Run Date: 5/21/18 | Materials Due: 5/14/18

#### JUNE/2018

##### CONTENT FOCUS//59<sup>TH</sup> POULTRY FESTIVAL

- Run Date: 6/4/18 | Materials Due: 5/28/18
- Run Date: 6/18/18 | Materials Due: 6/11/18

### WEBSITE

#### JANUARY/2018

- Run Date: 1/1/18 | Materials Due: 12/18/17
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT

#### FEBRUARY/2018

- Run Date: 2/1/18 | Materials Due: 1/29/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT

#### MARCH/2018/

- Run Date: 3/1/18 | Materials Due: 2/26/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT

#### APRIL/2018/

- Run Date: 4/1/18 | Materials Due: 3/26/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT

#### MAY/2018

- Run Date: 5/1/18 | Materials Due: 4/23/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT

#### JUNE/2018

- Run Date: 6/4/18 | Materials Due: 5/28/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT