

## ADVERTISING INSTRUCTIONS

Live Production Symposium

### TPF E-Newsletter Banner Ad

Company ad will run in the bi-weekly e-newsletter for the number of times stated for the level of sponsorship chosen.

- Principal sponsors receive 2 placements
- Reception sponsors receive 1 placement

The Poultry Federation (TPF) e-newsletter is sent out to over 1400 poultry and allied members and has an average of 35% open rate and a 25% click through rate.

**Artwork must be submitted at least 1 week in advance of the run date for the bi-weekly e-newsletter.**

Sponsor must choose date(s) they wish to place their banner ad by selecting from the available run dates or TPF reserves the right to place the banner ad when space is available.

**Technical specifications for banner ad for the e-newsletter are as follows:**

1. All artwork submitted must include advertiser branding (i.e. company name, product name or logo)
2. All artwork should include linking URL to company, product, or service being advertised in banner ad.
3. The dimensions of the banner ad are 300 x 100 pixels and must be in jpeg format at a minimum resolution of 96 dpi. Maximum file size is 100kb.

**Technical specifications for logo are as follows:**

1. Logo must be in jpeg or png format
2. Logo must be 300 dpi resolution

**Logo must be received by July 7, 2017 to guarantee placement in event program.**

Any questions about logo, banner ad size, format, and available dates of placement please contact Holly Rogers at [holly@thepoultryfederation.com](mailto:holly@thepoultryfederation.com) or call TPF at (501) 375-8131).

### AUGUST

#### Bi-WeeklyE-News Banner Ad

\_\_\_Run Date: 8/14/17 | Materials Due: 8/7/17  
\_\_\_Run Date: 8/28/17 | Materials Due: 8/21/17

### SEPTEMBER

#### Bi-WeeklyE-News Banner Ad

\_\_\_Run Date: 9/11/17 | Materials Due: 9/4/17  
\_\_\_Run Date: 9/25/17 | Materials Due: 9/18/17

### OCTOBER

#### Bi-WeeklyE-News Banner Ad

\_\_\_Run Date: 10/9/17 | Materials Due: 10/2/17  
\_\_\_Run Dates: 10/23/17 | Materials Due: 10/16/17

### NOVEMBER

#### Bi-WeeklyE-News Banner Ad

\_\_\_Run Date: 11/6/17 | Materials Due: 10/30/17  
\_\_\_Run Date: 11/20/17 | Materials Due: 11/13/17

### DECEMBER

#### Bi-WeeklyE-News Banner Ad

\_\_\_Run Date: 12/4/17 | Materials Due: 11/27/17  
\_\_\_Run Date: 12/18/17 | Materials Due: 12/11/17