

## ADVERTISING INSTRUCTIONS

Processors Workshop

### TPF E-news Banner Ad

Company ad will run in the bi-weekly e-newsletter for the number of times stated for the level of sponsorship chosen. 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 e-news banner ad are as follows:

1. All artwork submitted must include advertiser branding (i.e. company name, product name or logo) and must be accompanied by a technical contact name, e-mail address and phone number.
2. All artwork should include traffic instructions including linking URL.
3. The dimensions of the banner ad are 300 x 200 pixels and must be in jpeg or png 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 September 29, 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.*

### 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