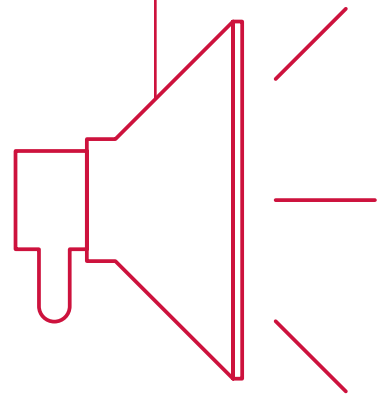


*The* POULTRY FEDERATION

**MEDIA**

**KIT**



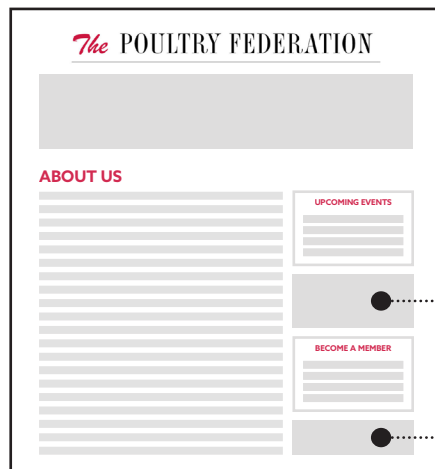
# The POULTRY FEDERATION

## 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
<b>Tile</b>	<b>\$250</b>	<b>\$375</b>
<b>Content Rectangle</b>	<b>\$400</b>	<b>\$575</b>



**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

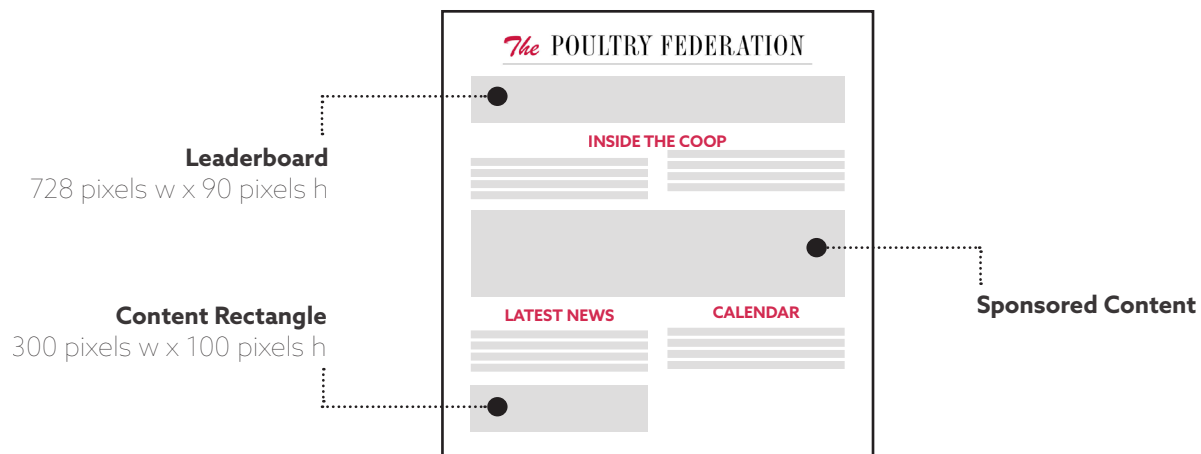
## E-NEWSLETTER

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
Content Rectangle	\$175	\$250
Leaderboard	\$250	\$325
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

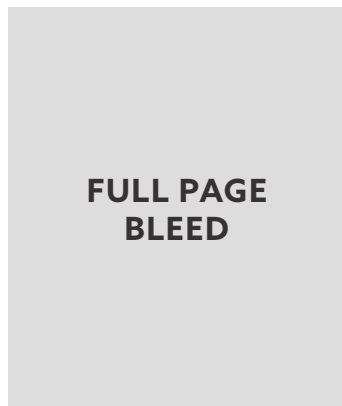
- Ad files should be supplied in high resolution JPEG files.
- All materials must be 300 DPI, RGB files.
- Link to advertiser url
- If files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.
- Please proof your ad carefully before submission.
-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

# The POULTRY FEDERATION

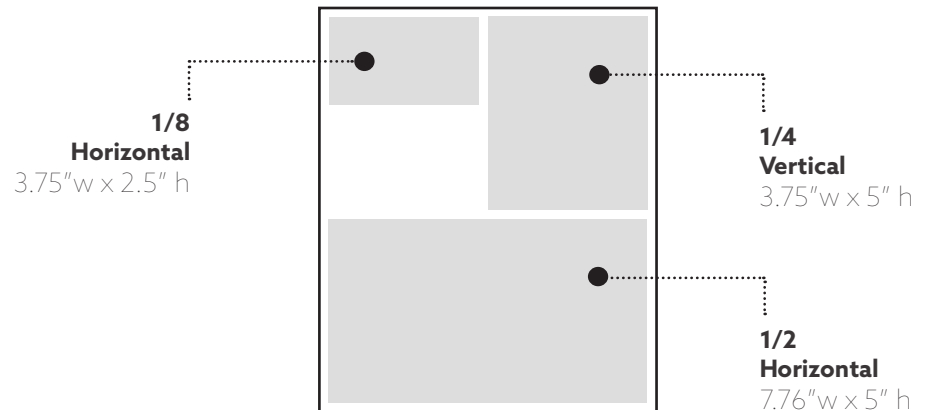
## 2018-2019 MEMBERSHIP DIRECTORY

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
<b>1/8 Horizontal</b>	<b>\$250</b>	<b>\$400</b>
<b>1/4 Vertical</b>	<b>\$500</b>	<b>\$750</b>
<b>1/2 Horizontal</b>	<b>\$750</b>	<b>\$900</b>
<b>Full Page</b>	<b>\$1750</b>	<b>\$2000</b>



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 8, 2018**

# The POULTRY FEDERATION

## COMMITMENT FORM

\_\_\_\_\_  
 First Name Last Name

\_\_\_\_\_  
 Company

\_\_\_\_\_  
 Billing Address

\_\_\_\_\_  
 City State/Zip

\_\_\_\_\_  
 Email Phone

\_\_\_\_\_  
 Authorized Signature Date

### Payment Method

- Check enclosed (*payable to The Poultry Federation*)  
 Please send invoice  
 Credit Card    AMEX    MC    VISA    DISC

\_\_\_\_\_  
 Card Number

\_\_\_\_\_  
 Expires Security Code

### AMOUNT TO BE BILLED

	QTY	PRICE	TOTAL
E-NEWSLETTER CONTENT REC			
E-NEWSLETTER LEADERBOARD			
E-NEWSLETTER SPONSORED CONT			
WEBSITE TILE			
WEBSITE CONTENT RECTANGLE			
MEMBERSHIP DIRECTORY 1/8 PAGE			
MEMBERSHIP DIRECTORY 1/4 PAGE			
MEMBERSHIP DIRECTORY 1/2 PAGE			
MEMBERSHIP DIRECTORY FULL PAGE			
		<b>GRAND TOTAL</b>	

### E-NEWSLETTER

	MEMBER	OTHER
<input type="radio"/> CONTENT RECTANGLE	\$175	\$250
<input type="radio"/> LEADERBOARD	\$250	\$325
<input type="radio"/> SPONSORED CONTENT	\$450	NA

\_\_\_\_\_  
 Number of Placements

\_\_\_\_\_  
 Run Dates

### WEBSITE

	MEMBER	OTHER
<input type="radio"/> TILE	\$250	\$375
<input type="radio"/> CONTENT RECTANGLE	\$400	\$575

\_\_\_\_\_  
 Number of Placements

\_\_\_\_\_  
 Run Dates

### MEMBERSHIP DIRECTORY

	MEMBER	OTHER
<input type="radio"/> 1/8 PAGE	\$250	\$400
<input type="radio"/> 1/4 PAGE	\$500	\$750
<input type="radio"/> 1/2 PAGE	\$750	\$900
<input type="radio"/> FULL PAGE	\$1750	\$2000

### PLEASE NOTE

- Run dates vary for e-newsletter and website placements. **See Advertising Calendar on following page for available dates.**
- **Membership Directory ads are due by June 8.**
- If you have questions about sizes, file type, etc. please send them to Holly Rogers at [holly@thepoultryfederation.com](mailto:holly@thepoultryfederation.com)

### RETURN FORM TO:

Mail: The Poultry Federation/Attn: Holly Rogers/ 321 South Victory Street, Little Rock, AR 72201

Email: [holly@thepoultryfederation.com](mailto:holly@thepoultryfederation.com)

# The POULTRY FEDERATION

## ADVERTISEMENT CALENDAR

Please note that when you choose your date(s) that your materials are submitted by the listed material due date.

### E NEWSLETTER

#### 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

#### JULY/2018

##### CONTENT FOCUS//BIOSECURITY

- Run Date: 7/2/18 | Materials Due: 6/25/18
- Run Date: 7/16/18 | Materials Due: 7/09/18
- Run Date: 7/30/18 | Materials Due: 7/23/18

#### AUGUST/2018

##### CONTENT FOCUS//NUTRITION - BROILERS

- Run Date: 8/6/18 | Materials Due: 7/30/18
- Run Date: 8/20/18 | Materials Due: 8/13/18

#### SEPTEMBER/2018

##### CONTENT FOCUS//NUTRITION - TURKEYS

- Run Date: 9/10/18 | Materials Due: 9/04/18
- Run Date: 9/24/18 | Materials Due: 9/17/18

#### OCTOBER/2018

##### CONTENT FOCUS//TBD

- Run Date: 10/08/18 | Materials Due: 10/1/18
- Run Date: 10/22/18 | Materials Due: 10/15/18

#### NOVEMBER/2018

##### CONTENT FOCUS//INDUSTRY GRATITUDE

- Run Date: 11/05/18 | Materials Due: 10/29/18
- Run Date: 11/19/18 | Materials Due: 11/12/18

#### DECEMBER/2018

##### CONTENT FOCUS//WINTER PREP

- Run Date: 12/03/18 | Materials Due: 11/26/18
- Run Date: 12/17/18 | Materials Due: 12/10/18

### WEBSITE

#### JANUARY/2018

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

#### FEBRUARY/2018

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

#### MARCH/2018/

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

#### APRIL/2018/

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

#### MAY/2018

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

#### JUNE/2018

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

#### JULY/2018

- Run Date: 7/2/18 | Materials Due: 6/25/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT  JOBS

#### AUGUST/2018

- Run Date: 8/1/18 | Materials Due: 7/30/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT  JOBS

#### SEPTEMBER/2018

- Run Date: 9/3/18 | Materials Due: 8/27/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT  JOBS

#### OCTOBER/2018

- Run Date: 10/1/18 | Materials Due: 9/24/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT  JOBS

#### NOVEMBER/2018

- Run Date: 11/1/18 | Materials Due: 10/29/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT  JOBS

#### DECEMBER/2018

- Run Date: 12/3/18 | Materials Due: 11/26/18
- ABOUT  RESOURCES  NEWS
- MEMBERSHIP  CONTACT  JOBS