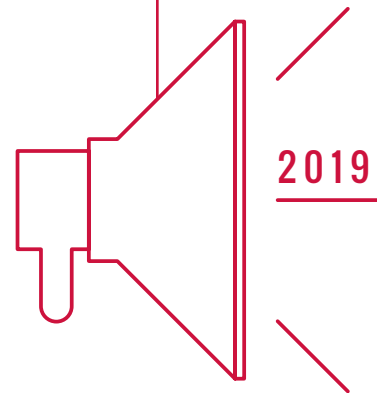


*The* POULTRY FEDERATION

**MEDIA**

**KIT**



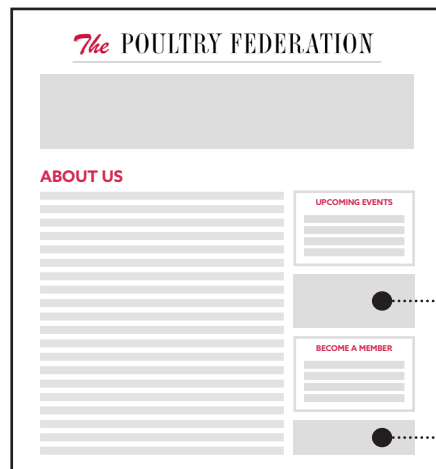
# The POULTRY FEDERATION

## 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 96 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

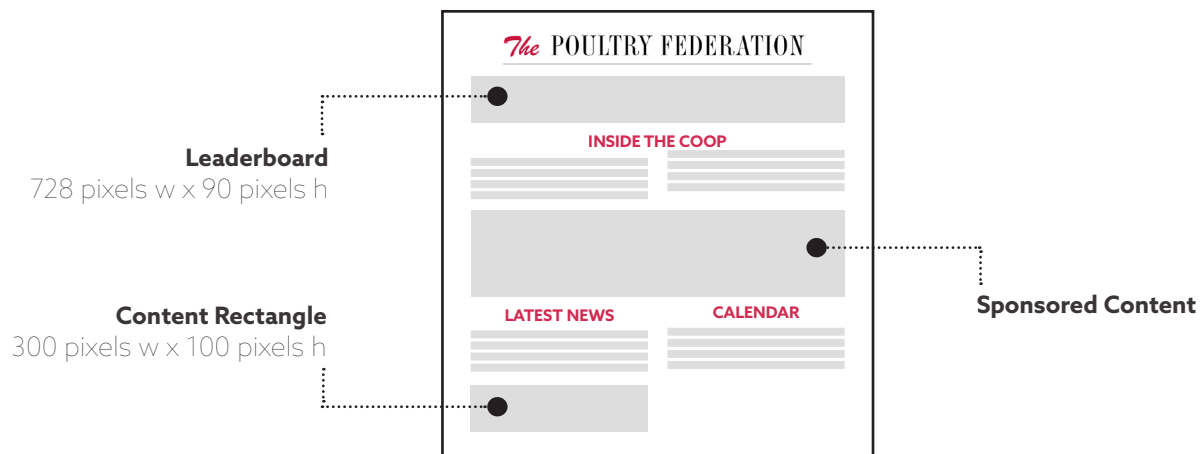
## E-NEWSLETTER

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, 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 members** that include: poultry company representatives, allied members, universities, associations, students and growers.

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. 250 word max.

### SUBMISSION GUIDELINES

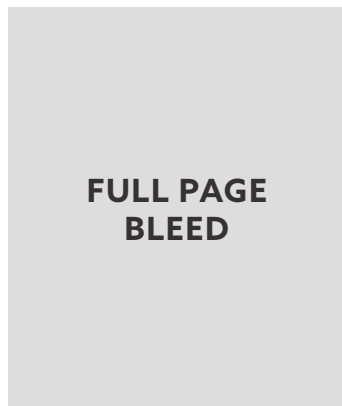
- Ad files should be supplied in high resolution JPEG files.
- All materials must be 96 DPI, RGB files.
- Link to advertiser url
- If files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.
- Please proof your ad carefully before submission.
- Please provide the date(s) you would like to run your ad by selecting from the available dates in the calendar

# The POULTRY FEDERATION

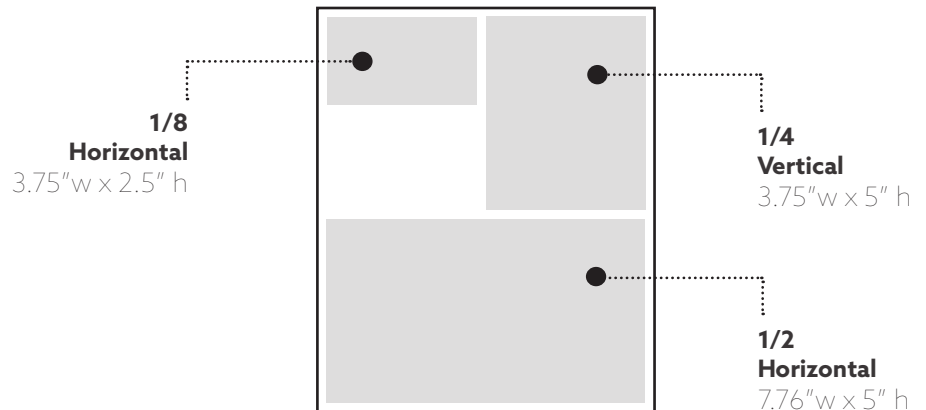
## 2019-2020 MEMBERSHIP DIRECTORY

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 7, 2019.**

# 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>	

### 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 7, 2019.**
- 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)

### 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

Place an "X" in the boxes below to designate where on the website the ad will run.

- ABOUT    RESOURCES    NEWS  
 MEMBERSHIP    CONTACT    JOBS

### 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

# 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/2019

##### CONTENT FOCUS//NEW YEAR

Run Date: 1/8/19 | Materials Due: 1/4/19  
Run Date: 1/22/19 | Materials Due: 1/18/19

#### FEBRUARY/2019

##### CONTENT FOCUS//FOOD SAFETY

Run Date: 2/5/19 | Materials Due: 2/2/19  
Run Date: 2/19/19 | Materials Due: 2/15/19

#### MARCH/2019

##### CONTENT FOCUS//FOOD SAFETY

Run Date: 3/5/19 | Materials Due: 3/1/19  
Run Date: 3/19/19 | Materials Due: 3/15/19

#### APRIL/2019

##### CONTENT FOCUS//LIVE PRODUCTION

Run Date: 4/2/19 | Materials Due: 3/29/19  
Run Date: 4/16/19 | Materials Due: 4/12/19  
Run Date: 4/30/19 | Materials Due: 4/26/19

#### MAY/2019

##### CONTENT FOCUS//60<sup>TH</sup> POULTRY FESTIVAL

Run Date: 5/7/19 | Materials Due: 5/3/19  
Run Date: 5/21/19 | Materials Due: 5/17/19

#### JUNE/2019

##### CONTENT FOCUS//60<sup>TH</sup> POULTRY FESTIVAL

Run Date: 6/4/19 | Materials Due: 5/31/19  
Run Date: 6/18/19 | Materials Due: 6/14/19

#### JULY/2019

##### CONTENT FOCUS//BIOSECURITY

Run Date: 7/2/19 | Materials Due: 6/28/19  
Run Date: 7/16/19 | Materials Due: 7/12/19  
Run Date: 7/30/19 | Materials Due: 7/19/19

#### AUGUST/2019

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

Run Date: 8/6/19 | Materials Due: 8/2/19  
Run Date: 8/20/19 | Materials Due: 8/16/19

#### SEPTEMBER/2019

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

Run Date: 9/3/19 | Materials Due: 8/30/19  
Run Date: 9/17/19 | Materials Due: 9/13/19

#### OCTOBER/2019

##### CONTENT FOCUS//TECHNOLOGY

Run Date: 10/1/19 | Materials Due: 9/27/19  
Run Date: 10/15/19 | Materials Due: 10/11/19  
Run Date: 10/29/19 | Materials Due: 10/25/19

#### NOVEMBER/2019

##### CONTENT FOCUS//INDUSTRY GRATITUDE

Run Date: 11/5/19 | Materials Due: 11/1/19  
Run Date: 11/19/19 | Materials Due: 11/15/19

#### DECEMBER/2019

##### CONTENT FOCUS//WINTER PREP

Run Date: 12/03/19 | Materials Due: 11/29/19  
Run Date: 12/17/19 | Materials Due: 12/13/19  
Run Date: 12/31/19 | Materials Due: 12/27/19

### WEBSITE

#### JANUARY/2019

Run Date: 1/1-1/31 Materials Due: 12/28/18

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### FEBRUARY/2019

Run Date: 2/1-2/28 Materials Due: 1/28/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### MARCH/2019

Run Date: 3/1-3/31 Materials Due: 2/25/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### APRIL/2019

Run Date: 4/1-4/30 Materials Due: 3/25/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### MAY/2019

Run Date: 5/1-5/31 Materials Due: 4/29/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### JUNE/2019

Run Date: 6/1-6/30 Materials Due: 5/27/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### JULY/2019

Run Date: 7/1-7/31 Materials Due: 6/24/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### AUGUST/2019

Run Date: 8/1-8/31 Materials Due: 7/29/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### SEPTEMBER/2019

Run Date: 9/1-9/30 | Materials Due: 8/26/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### OCTOBER/2019

Run Date: 10/1-10/31 Materials Due: 9/30/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### NOVEMBER/2019

Run Date: 11/1-11/30 Materials Due: 10/28/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS

#### DECEMBER/2019

Run Date: 12/1-12/31 Materials Due: 11/25/19

ABOUT  RESOURCES  NEWS  
 MEMBERSHIP  CONTACT  JOBS