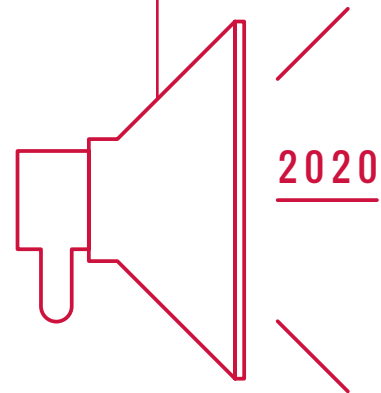


The POULTRY FEDERATION

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 3,000 active users comprised of a targeted and highly niche audience of poultry and egg industry professionals.

AD SIZE

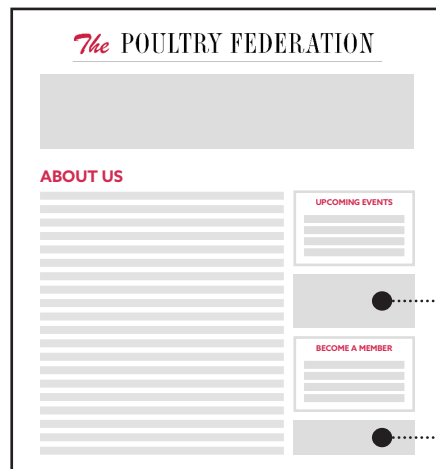
RATE

Tile

\$300

Content Rectangle

\$450



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

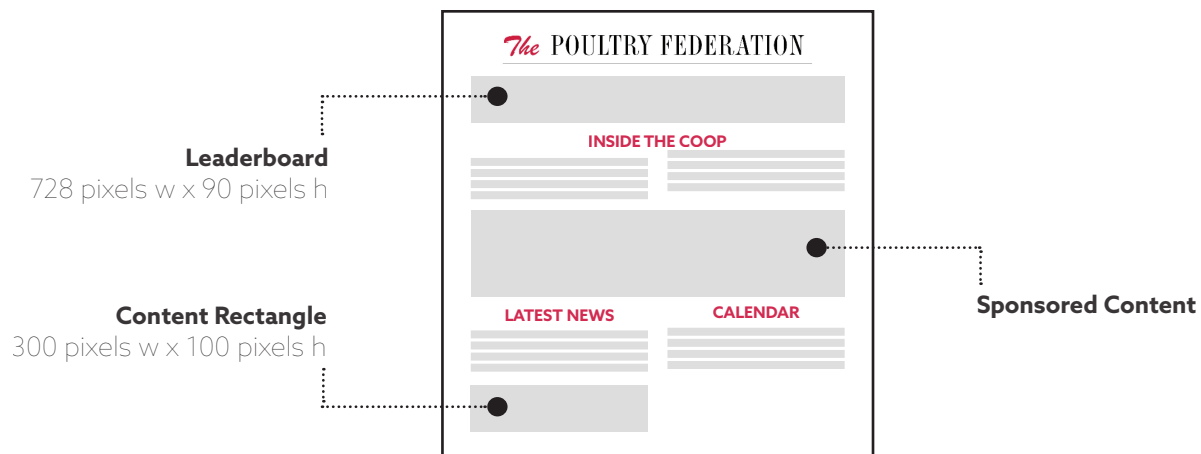
E-NEWSLETTER

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 **3,000 members** that include: poultry company representatives/executives, allied members, universities, associations, and students.

We average a **35% open rate** and **25% click through rate**.

AD SIZE	RATE
Content Rectangle	\$200
Leaderboard	\$275
Sponsored Content	\$450



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

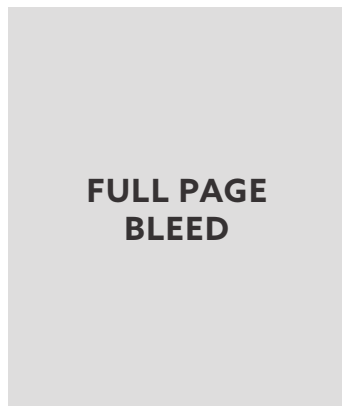
- Ad files should be supplied in high resolution JPEG files.
- All materials must be 96 DPI, RGB files.
- Link to advertiser url
- If files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.
- Please proof your ad carefully before submission.
- Please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

The POULTRY FEDERATION

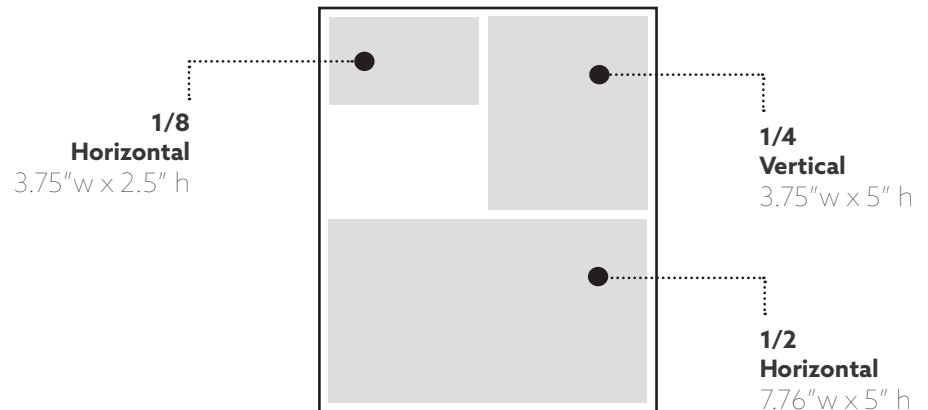
2020-2021 MEMBERSHIP DIRECTORY

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	RATE
1/8 Horizontal	\$275
1/4 Vertical	\$525
1/2 Horizontal	\$775
Full Page	\$1775



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 5, 2020.**

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			
		GRAND TOTAL	

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 5, 2020.**
- If you have questions about sizes, file type, etc. please send them to Holly Rogers at 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

E-NEWSLETTER

	RATE
<input type="radio"/> CONTENT RECTANGLE	\$200
<input type="radio"/> LEADERBOARD	\$275
<input type="radio"/> SPONSORED CONTENT	\$450

Number of Placements

Run Dates

WEBSITE

	RATE
<input type="radio"/> TILE	\$300
<input type="radio"/> CONTENT RECTANGLE	\$450

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

	RATE
<input type="radio"/> 1/8 PAGE	\$275
<input type="radio"/> 1/4 PAGE	\$525
<input type="radio"/> 1/2 PAGE	\$775
<input type="radio"/> FULL PAGE	\$1775

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/2020

CONTENT FOCUS//NEW YEAR

Run Date: 1/7 | Materials Due: 1/3
Run Date: 1/21 | Materials Due: 1/17

FEBRUARY/2020

CONTENT FOCUS//FOOD SAFETY

Run Date: 2/4 | Materials Due: 1/31
Run Date: 2/18 | Materials Due: 2/14

MARCH/2020

CONTENT FOCUS//FOOD SAFETY

Run Date: 3/3 | Materials Due: 2/28
Run Date: 3/17 | Materials Due: 3/13
Run Date: 3/31 | Materials Due: 3/27

APRIL/2020

CONTENT FOCUS//LIVE PRODUCTION

Run Date: 4/7 | Materials Due: 4/3
Run Date: 4/21 | Materials Due: 4/17

MAY/2020

CONTENT FOCUS//61st POULTRY FESTIVAL

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

JUNE/2020

CONTENT FOCUS//61st POULTRY FESTIVAL

Run Date: 6/2 | Materials Due: 5/29
Run Date: 6/16 | Materials Due: 6/12
Run Date: 6/30 | Materials Due: 6/26

JULY/2020

CONTENT FOCUS//BIOSECURITY

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

AUGUST/2020

CONTENT FOCUS//NUTRITION - BROILERS

Run Date: 8/4 | Materials Due: 7/31
Run Date: 8/18 | Materials Due: 8/14

SEPTEMBER/2020

CONTENT FOCUS//NUTRITION - TURKEYS

Run Date: 9/1 | Materials Due: 8/28
Run Date: 9/15 | Materials Due: 9/11
Run Date: 9/29 | Materials Due: 9/25

OCTOBER/2020

CONTENT FOCUS//TECHNOLOGY

Run Date: 10/6 | Materials Due: 10/2
Run Date: 10/20 | Materials Due: 10/16

NOVEMBER/2020

CONTENT FOCUS//INDUSTRY GRATITUDE

Run Date: 11/3 | Materials Due: 10/30
Run Date: 11/17 | Materials Due: 11/13

DECEMBER/2020

CONTENT FOCUS//WINTER PREP

Run Date: 12/1/19 | Materials Due: 11/27
Run Date: 12/15 | Materials Due: 12/11
Run Date: 12/29 | Materials Due: 12/25

WEBSITE

JANUARY/2020

Run Date: 1/1-1/31 Materials Due: 12/27
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

FEBRUARY/2020

Run Date: 2/1-2/29 Materials Due: 1/28
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

MARCH/2020

Run Date: 3/1-3/31 Materials Due: 2/25
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

APRIL/2020

Run Date: 4/1-4/30 Materials Due: 3/25
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

MAY/2020

Run Date: 5/1-5/31 Materials Due: 4/29
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

JUNE/2020

Run Date: 6/1-6/30 Materials Due: 5/27
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

JULY/2020

Run Date: 7/1-7/31 Materials Due: 6/24
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

AUGUST/2020

Run Date: 8/1-8/31 Materials Due: 7/29
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

SEPTEMBER/2020

Run Date: 9/1-9/30 | Materials Due: 8/26
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

OCTOBER/2020

Run Date: 10/1-10/31 Materials Due: 9/30
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

NOVEMBER/2020

Run Date: 11/1-11/30 Materials Due: 10/28
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS

DECEMBER/2020

Run Date: 12/1-12/31 Materials Due: 11/25
 ABOUT RESOURCES NEWS
 MEMBERSHIP CONTACT JOBS