

MEDIA KIT

2022

The POULTRY FEDERATION

ABOUT

The Poultry Federation (TPF) is a multi-state trade organization representing the poultry and egg industry in Arkansas, Missouri and Oklahoma. TPF promotes and protects the interests of the industry and is a unified voice before the state governments. TPF membership includes every segment of the poultry and egg industry including, but not limited to, feed milling, live production, hatchery, processing, packaging, commercial egg, marketing, and all service and support activities. The Arkansas Poultry Federation was established in 1954 in Little Rock, Arkansas. In 1998, the office consolidated with Oklahoma and Missouri and became The Poultry Federation (TPF). We have 24 poultry and egg

company members and over 380 members in the Allied division of our organization. Our Allied members are vendors who supply services and/or products to the poultry and egg industries.

The mission of The Poultry Federation is to promote and protect all poultry interests relating to production, distribution, merchandising and consumption of poultry and poultry products; to disseminate information relating to the various phases of the poultry industry in order to improve and expand markets; to increase efficiency in production and marketing; to encourage and support research in production and marketing of poultry; and to encourage and support youth programs in poultry work.

THE POULTRY FEDERATION STAFF

Marvin Childers
President

Holly Duval
*Director of Marketing &
Business Development*

Karissa McDonald
Marketing Coordinator

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 3,500 active users comprised of a targeted and highly niche audience of poultry and egg industry professionals.



DID YOU KNOW: The most popular page on our website is our job board. As a member of The Poultry Federation (TPF) your company can submit current job openings to be featured on our job board. The job must be located in Arkansas, Missouri or Oklahoma. We will also share the available job opportunities in our bi-weekly e-newsletter.

3,500
ACTIVE USERS



DESKTOP

75.6%



MOBILE

23.5%

The screenshot shows the website's 'NEWS' section. The header includes the logo, navigation menu (HOME, ABOUT, EVENTS, RESOURCES, NEWS, MEMBERSHIP, CONTACT), and contact information (221 South Victory St, Little Rock, AR 72201, (501) 375-8131). The main content area features three news articles:

- SEP 10: Aviagen Appoints Diane Hartjes as Global Director of Export and Logistics** - Article text: HUNTSVILLE, AL. – Global poultry breeding company Aviagen® is committed to helping its customers, the world's poultry producers, provide their growing communities with healthy, sustainable chicken meat. In an ongoing endeavor to strengthen the ability to ship poultry breeding chicks to these customers, the company recently appointed Diane Hartjes as its new Global Director of Export and Logistics. [READ MORE ...](#)
- SEP 09: USDA Modernizes Egg Products Inspection** - Article text: The U.S. Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS) today announced that it is modernizing egg products inspection methods for the first time since Congress passed the Egg Products Inspection Act (EPIA) in 1970. [READ MORE ...](#)
- AUG 19: USDA Appoints New Members to Food Safety Advisory Committees** - Article text: The U.S. Department of Agriculture (USDA) today announced the appointment of 10 new members to the National Advisory Committee on Meat and Poultry Inspection (NACMPI) and an additional new member to the National Advisory Committee on Microbiological Criteria for...

On the right side, there are three promotional boxes:

- UPCOMING EVENTS**:
 - Mar 29 - Food Safety Conference
 - Apr 14 - Poultry Symposium for Production & Processing
 - May 28 - 61st Annual Poultry Festival
- BECOME A MEMBER**:

Do you supply services or products to egg and poultry companies? Make a valuable investment in your business by becoming a TPF Allied Member!

[JOIN NOW](#)
- ADVERTISE WITH US**:

ThePoultryFederation.com averages more than 2,500 monthly visits of a targeted and highly niche audience of poultry & egg industry professionals.

[GET STARTED](#)

A red circle highlights a 'CONTENT RECTANGLE' area on the right side of the page, which is further detailed in the adjacent text block.

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.

SIZE: 300 PIXELS W X 250 PIXELS H

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 1,200 members that include: poultry company representatives/executives (35.9%), allied members (55.4%), universities/associations (1.9%), and students (6.9%).

DID YOU KNOW: As a member of The Poultry Federation we will feature your company news in our e-newsletter and website. We will also share your news with our 23k followers on social media. Add us to your distribution list so we can share your news. We welcome the opportunity to share in the excitement of your company achievements, new hires, promotions, new products, webinars, giving back to the community and more.

EMAIL PERFORMANCE



LEADER BOARD

Capture readers attention with priority placement. Cost effective tool for branding, product awareness, lead generation, direct sales. Placement options include top/first position, above/below industry news, above/below industry events. Maximum number of leader boards per issue is 5.

SIZE: 728 PIXELS W X 90 PIXELS H

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.**

CONTENT RECTANGLE

Drive awareness about your brand and product. Placement options include above or below Inside the Coop, Industry Jobs or TPF Calendar.

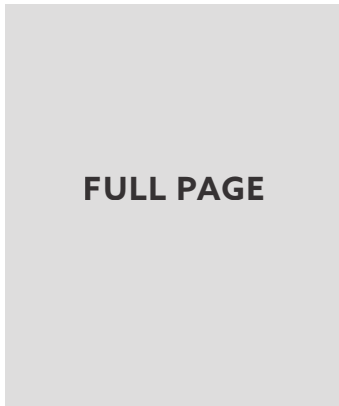
SIZE: 300 PIXELS W X 100 PIXELS H

2022 MEMBERSHIP DIRECTORY

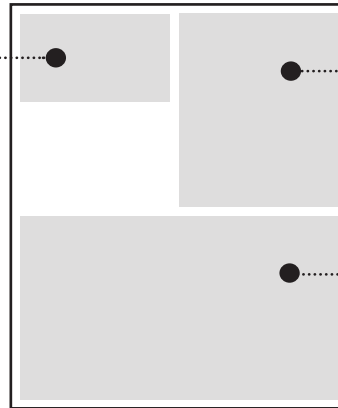
Increase your company exposure by advertising in our directory which is distributed annually to our members in July of every year. If you are a poultry or allied member of TPF your company information will be featured in the directory.



DID YOU KNOW: If you reserve ad space in our 2022 Membership Directory your company logo will be placed above your company listing in the directory. Advertising in our annual membership directory is only available to members of The Poultry Federation.



**1/8
Horizontal**
3.75" w x 2.5" h



**1/4
Vertical**
3.75" w x 5" h

**1/2
Horizontal**
7.76" w x 5" h

Bleed: 8.75" w x 11.25" h
Trim: 8.5" w x 11" h
Live area: 7.73" w x 10.30" h

SAMPLE LAYOUT

ALLIED MEMBERS

CONTINENTAL CANNING SOLUTIONS 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CE CREATORS 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100
CONTINENTAL INDUSTRY 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100
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GETTING ALL YOUR PREHARVEST AND POSTHARVEST SOLUTIONS IN ONE PLACE?
NOW THAT'S SMART.
In our world of poultry, you need a partner who can help you with every step of the process. From pre-harvest to post-harvest, we have the solutions you need to increase your productivity and reduce your costs. Contact us today for a free consultation.

CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100	CECROUSERS/USDA, INC. 17000 Highway 100 P.O. Box 100 17000 Highway 100 17000 Highway 100
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QC SUPPLY
Poultry Products, Custom Services
YOU TAKE PRIDE IN YOUR FARM.
We take pride in serving you by delivering the quality products you need.
Shop online, call today, or visit our store.
www.qcsupply.com
PH: 800-432-8245

WS Packaging Group
GAIN Brands, LLC
We know food packaging and labels.
Digitally Printed Labels | In-Mold Blow & Injection Labels
Flexible Bar Code Labels | Specialty Labels
Folding Cartons | Precision Labels
Cans and Dispensers | Label Application Equipment
WS Packaging Group is a proud sponsor of the Poultry Federation.
www.wsgrp.com
877-977-5177 | wstext@wsgrp.com

REQUIREMENTS

- Preferred file format is PDF
- Ads must be submitted in high resolution (300 dpi) CMYK format.
- Smallest type: 7pt, 10pt bold for knockout text
- All files must be sized to the correct dimensions for the purchased ad space. Ads requiring resizing will result in an additional fee.
- The quality of the ad is responsibility of the supplier.
- Please proof your ad carefully before submission. The Poultry Federation (TPF) is not responsible for spelling and grammatical errors in submitted advertisements.
- Advertisers submitting a print-ready ad will receive a digital proof. All ads will be checked for clarity before printing.

ADVERTISING CONTRACT

Date

ADVERTISERS INFORMATION

Company/Organization

Contact Name

Title

Phone

Email

AGENCY INFORMATION *(If applicable)*

Company/Organization

Contact Name

Title

Phone

Email

BILLING INFORMATION

Address

City

State

Zip

AUTHORIZATION

I hereby acknowledge that I am authorized on behalf of the Advertiser listed above to complete and return this Contract. I have read, understand and agree to the Contract Terms and Conditions. Acceptance of this Contract does not wave the right of The Poultry Federation (TPF) to reject any contract for space.

PAYMENT INFORMATION

- Payment enclosed
- Please send invoice
- Credit Card AMEX MC VISA DISC

Card Number

Expires

Security Code

Card Holder (Print Name)

Authorized Signature

AMOUNT TO BE BILLED/CHARGED

SEND CONTRACT/QUESTIONS TO

The Poultry Federation

Attn: Holly Duval

321 South Victory St, Little Rock, AR 72201

Email: holly@thepoultryfederation.com

ADVERTISING CONTRACT

TERMS & AGREEMENTS

- It is assumed that advertisers have read this contract and agree to its Conditions and Policies without any further contract or notice.
- The Poultry Federation (TPF) reserves the right to review and consider rejection of any advertising.
- The Advertiser and Advertising Agency assume liability for all content, including text and illustrations of advertising published.
- All advertising copy that might be mistaken for an article, commentary, or other non advertising material must be clearly marked "advertisement". TPF reserves the right to so mark all ad materials.
- The Poultry Federation (TPF) shall be under no liability for its failure, for any cause, to insert an advertisement.
- Finished ad artwork files are due by the stated material due date. Please see "Advertisement Calendar" for details.

CONDITIONS & POLICIES

SPECIAL POSITIONING

Orders specifying special positions will be treated as requests only and will not be binding on The Poultry Federation (TPF). Preference will be given to previous advertisers for Special Position ads.

PAYMENTS POLICY

Advertisers shall pay all Invoices within 30 days of Invoice date or as otherwise stated on the Invoice. "Invoice" means any electronic or paper request.

PUBLICATION LIABILITIES

Indemnification by the Advertiser. Except as other expressly provided, the Advertiser shall indemnify and hold TPF harmless from and against any loss, expense (including attorney's fees) or other liability resulting from any claim or suit for defamation, libel, slander, plagiarism, illegal competition or trade practice, false or misleading advertising, infringement of trademark, service mark, trade name, infringement of copyright or proprietary rights, violation of the right of privacy or any other claim or suit of any nature resulting from the advertising provided by the Advertiser or based material or information furnished by the Advertiser to TPF.

ADVERTISING AGENCIES

Any person or entity signing the Contract as an advertising agency on behalf of the Advertiser represents and warrants that such person or entity has full power and authority as an agent of the Advertiser to bind the Advertiser to all of the terms and conditions of the Contract, including but not limited to, the obligation for payment in the event of the Agency's failure to do so. In the event the Agency does not have such power and authority, the Agency agrees to pay TPF and guarantee the payment of the Total Contract.

TRUTH IN ADVERTISING

The Advertiser is solely responsible for any liability arising out of or relating to its advertisement. The Advertiser represents and warrants that its advertisement will not contain material that violates any criminal laws or any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright patent, trademark, trade secret, image or celebrity, violation of any anti-discrimination law or regulations, or any other right of any person or entity.

SIGNATURE

I _____ (Advertiser/Agency Contact, **PLEASE PRINT**) have read and understand this agreement and hereby retain The Poultry Federation for the above requested advertising services.

Signature _____ Date: _____

ADVERTISING ORDER FORM

Date _____

TYPE OF ADVERTISEMENT *(check all that apply)*

- Website Content Rectangle
 E-Newsletter // Leader board Content Rectangle Sponsored Content
 Website // Content Rectangle
 2021 Membership Directory // Full Page 1/2 Page 1/4 Page 1/8 Page

RUN DATES

Please use the Advertisement Calendar for selecting your preferred run dates in our bi-weekly e-newsletter and our website. If you have questions about available dates please contact us. If you are reserving ad space in our annual membership directory your finalized ad is due by **June 18**.

MATERIALS INSTRUCTIONS

- Digital ads must be supplied in high resolution (96 dpi) JPEG, PNG, or GIF file format.
- Digital ads must include a link to advertiser url
- Print ads must be submitted in a high resolution (300 dpi) CMYK file format.
- All files must be sized to the correct dimensions for the purchased ad space. Ads requiring resizing will result in additional fee.
- Ads may be emailed to holly@thepoultryfederation.com if the size permits. Please include your name, a contact number and the ad size/type in the body of your email.
- Large files can also be shared via third party. We recommend wetransfer (free).

	PRICE	QTY	TOTAL
WEBSITE CONTENT RECTANGLE 300 PIXELS W X 250 PIXELS H	\$450		
E-NEWSLETTER // LEADER BOARD 728 PIXELS W X 90 PIXELS H	\$375		
E-NEWSLETTER // CONTENT RECTANGLE 300 PIXELS W X 100 PIXELS H	\$200		
E-NEWSLETTER // SPONSORED CONTENT 250 WORD MAX LIMIT	\$500		
2022 MEMBERSHIP DIRECTORY // FULL PAGE	\$1800		
2022 MEMBERSHIP DIRECTORY // 1/2 PAGE 7.76" W X 5" H	\$775		
2022 MEMBERSHIP DIRECTORY // 1/4 PAGE 3.75" W X 5" H	\$550		
2022 MEMBERSHIP DIRECTORY // 1/8 PAGE 3.75" W X 2.5" H	\$275		

ADVERTISEMENT CALENDAR

Please use the following schedule(s) for selecting your preferred run dates in our bi-weekly e-newsletter and our website. If you have questions about available dates please contact us.

E NEWSLETTER SCHEDULE

ADS ARE DUE THE FRIDAY BEFORE THE SCHEDULED RUN DATE.

JANUARY/2022

CONTENT FOCUS//NEW YEAR

- Run Date: 1/4
- Run Date: 1/18

FEBRUARY/2022

CONTENT FOCUS//FOOD SAFETY

- Run Date: 2/1
- Run Date: 2/15

MARCH/2022

CONTENT FOCUS//FOOD SAFETY

- Run Date: 3/1
- Run Date: 3/15
- Run Date: 3/29

APRIL/2022

CONTENT FOCUS//LIVE PRODUCTION

- Run Date: 4/5
- Run Date: 4/19

MAY/2022

CONTENT FOCUS//SCHOLARSHIPS

- Run Date: 5/3
- Run Date: 5/17
- Run Date: 5/31

JUNE/2022

CONTENT FOCUS//62nd POULTRY FESTIVAL

- Run Date: 6/7
- Run Date: 6/21

JULY/2022

CONTENT FOCUS//BIOSECURITY

- Run Date: 7/5
- Run Date: 7/19

AUGUST/2022

CONTENT FOCUS//NUTRITION - BROILERS

- Run Date: 8/2
- Run Date: 8/16
- Run Date: 8/30

SEPTEMBER/2022

CONTENT FOCUS//NUTRITION - TURKEYS

- Run Date: 9/6
- Run Date: 9/20

OCTOBER/2022

CONTENT FOCUS//TECHNOLOGY

- Run Date: 10/4
- Run Date: 10/18

NOVEMBER/2022

CONTENT FOCUS//INDUSTRY GRATITUDE

- Run Date: 11/1
- Run Date: 11/15
- Run Date: 11/29

DECEMBER/2022

CONTENT FOCUS//WINTER PREP

- Run Date: 12/6
- Run Date: 12/20

WEBSITE SCHEDULE

JANUARY/2022

Run Date: 1/1-1/31 Materials Due: 12/20

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

FEBRUARY/2022

Run Date: 2/1-2/29 Materials Due: 1/28

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

MARCH/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

APRIL/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

MAY/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

JUNE/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

JULY/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

AUGUST/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

SEPTEMBER/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

OCTOBER/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

NOVEMBER/2022

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

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

DECEMBER/2022

Run Date: 12/1-12/31 Materials Due: 11/22

- ABOUT RESOURCES NEWS
- MEMBERSHIP CONTACT JOBS

PLEASE NOTE: It is the responsibility of the advertiser to make their selection(s) of run dates. If you do not make a selection, The Poultry Federation (TPF) will run your ad on the next available date for the e newsletter and/or website.

