

# 2018 AMERICAN POULTRY ASSN *Yearbook*



## CONTACTS

DAVE ANDERSON – LEAD  
DANDERSON@KEYGROUPINC.COM

PAT HORSTMAN – AD DESIGNER  
SECRETARYAPA@COMCAST.NET

RUTH CARON – AD DESIGNER  
CARONDESIGN@YAHOO.COM

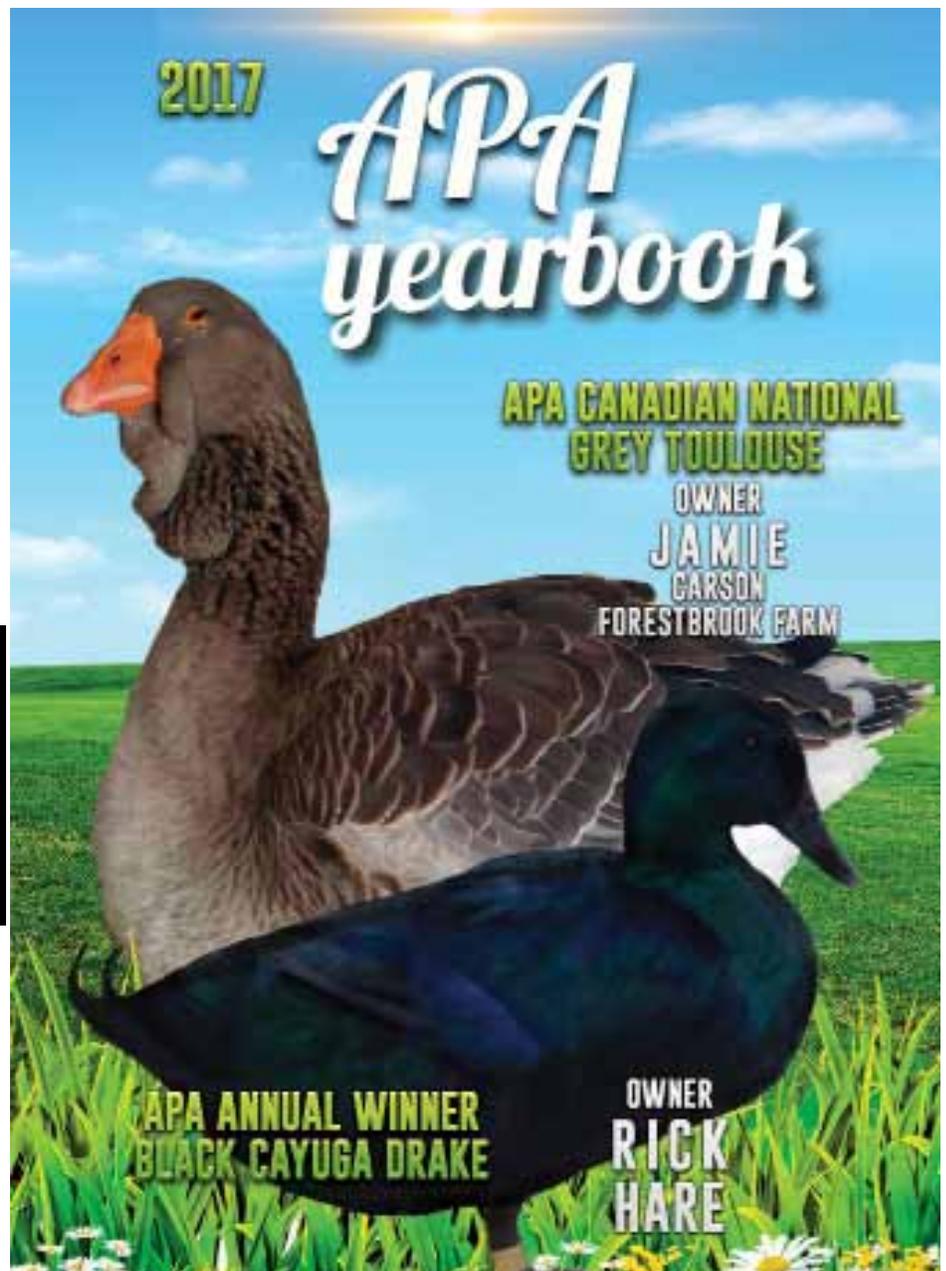
JAN BURKE GEIS – AD DESIGNER  
JABURKE00@YAHOO.COM

American Poultry Association:  
(740) 876-4845  
PO Box 9  
Lucasville OH 45648  
apasecretaryadkins@gmail.com  
Visit us online at:  
www.amerpoultryassn.com

THERE IS A  
MEMBERS ONLY  
FACEBOOK GROUP



# MEDIA KIT



## About American Poultry Association Yearbook

The APA Yearbook is sent out annually to all members of the American Poultry Association, APA poultry judges, poultry product vendors and to breed specific poultry clubs and their members.

## APA Yearbook is reaching your best customers

The APA Yearbook is the only publication of its kind and caters to standard-bred poultry breeders and exhibitors.

Your ad will be seen by all club members and vendors and has a passdown rate of 2.5. The yearbook is considered a collectable book by members and is kept over the years and used as a reference for poultry products and services.

## Acceptable File Types

All ads must be sent in at press resolution or greater (300 dpi) with all fonts embedded. Adobe Photoshop files must be flattened and saved as 300 dpi CMYK jpeg or pdf files. All spot colors must be converted to CMYK. Photographs placed in black and white ads look best if they are high resolution and converted to black and white. Always proof your ad first. The APA is not responsible for spelling errors in ads.

## File Submission

All ads can be submitted digitally and also through the mail. Mailed ads need to be high resolution at least 300 dpi. Ads can be emailed to [secretaryapa@comcast.net](mailto:secretaryapa@comcast.net). Contact us with any questions or problems.

Need help with your ad? Ruth Caron and Jan Geis have volunteered to help out people placing yearbook ads. Please contact them early since it takes time to create ads and a last minute rush could slow things down.

## Payment

Mail your check or money order to:  
American Poultry Association:  
PO Box 9  
Lucasville, OH 45648

You may also paypal your payment to the secretary at [apasecretaryadkins@gmail.com](mailto:apasecretaryadkins@gmail.com). Please note in the note section of paypal that your payment is for your ad in the yearbook. You are responsible for the fees that paypal charges.

To pay by credit card call  
(740) 876-4845



For more information visit us online at:  
[www.amerpoultryassn.com](http://www.amerpoultryassn.com)

Facebook at Official American Poultry Association or American Poultry Association.

# AD SIZES AND RATES

AD TYPE	AD SIZE	COMMENTS	RATE
JUDGE AD B&W			\$40
CLUB PAGE B&W	4.5 X 7.5 inches	includes six 1/8 page ads and a 1/4 page club heading-\$20 ea.	\$120 for full page
FULL PAGE COLOR	4.5 X 7.5 inches		\$225
1/2 PAGE COLOR	4.5X3.25 inches		\$115
1/8 PAGE B&W	1 7/8 X 2 1/4 in		\$27
1/4 PAGE B&W	4 1/2 X 1 7/8 in		\$44
1/2 PAGE B&W	4.5X3.25 inches		\$82
FULL PAGE B&W	4.5 X 7.5 inches		\$120
OUTSIDE BACK	4.5 X 7.5 inches	<b>SOLD</b>	\$400
INSIDE FRONT	4.5 X 7.5 inches	<b>SOLD</b>	\$325
OPPOSITE INSIDE	4.5 X 7.5 inches		\$250
OPP. INSIDE BACK	4.5 X 7.5 inches		\$250
INSIDE BACK	6.5 X 4.5 inches		\$325

The actual size of a page is 5.5 X 8.5 The actual printed area is 4.5 X 7.5 which allows for a 1/2 in. margin

## AD SUBMISSION DEADLINE IS MAY 1, 2018



Full page color \$225  
Half page color \$115

ARTHUR SCHILLING PAINTING POULTRY



**LEAVE YOUR MARK  
FOR FUTURE GENERATIONS**

*Place an ad in the yearbook*

[WWW.AMERPOULTRYASSN.COM](http://WWW.AMERPOULTRYASSN.COM)



Individual B&W /Full page ad \$120

1/2 inch margin

Half page ad \$75

Quarter page ad \$44

Eighth page ad \$27

1/2 inch margin

ACTUAL PAGE SIZE OF THE YEARBOOK IS 5.5 X 8.5. PRINTED TOTAL AD SPACE IS 4.5 X 7.5 PER PAGE. THIS IS A GREAT OPPORTUNITY TO ADVERTISE YOUR BIRDS, PRODUCTS OR SERVICES AND IN TURN SUPPORT THE ASSOCIATION WITH YOUR YEARBOOK AD. THIS PUBLICATION WILL BE DISTRIBUTED TO ALL OF THE ASSOCIATIONS MEMBERSHIP AND ADVERTISERS. IT WILL ALSO BE GIVEN TO ALL NEW MEMBERS THAT JOIN DURING 2018. IT IS ALSO FULL OF POULTRY RELATED INFORMATION AND ARTICLES PLUS A JUDGES LIST AND INFORMATION ABOUT THE ORGANIZATION. SEE ABOVE AD FOR COSTS OF PERSONAL B&W ADS.

# Club B&W /Full page ad \$120

Your Club logo  
and club information  
is here

\$20

\$20

\$20

\$20

\$20

\$20

1/2 inch margin

1/2 inch margin

CLUB PAGES ARE FOR ALL POULTRY AND BREED CLUBS. THE CLUB RECEIVES THE TOP QUARTER PORTION OF THE PAGE AT NO COST FOR ITS LOGO, CLUB EVENTS, DIRECTORS LISTINGS, SHOW DATES, WEB ADDRESS OUR WHATEVER THEY WANT TO USE IT FOR. THE REMAINDER OF THE PAGE IS SECTIONED INTO 6 SQUARES FOR MEMBERS ADS. THE COST PER SQUARE IS \$20. A MEMBER CAN BUY AS MANY SQUARES AS THEY WANT. CLUBS MAY HAVE AS MANY PAGES AS THEY LIKE ALSO. THE YEARBOOK IS SELF SUPPORTING BY THE ADS MEMBERS AND VENDORS PLACE. SEE ABOVE AD FOR COSTS FOR A CLUB PAGE.

