

# 2021 AMERICAN POULTRY ASSN

## *Yearbook*



### YEARBOOK DESIGNERS

RUTH CARON

CARONDESIGN@YAHOO.COM

STEPHANIE COOMER

COOMERFARM@GMAIL.COM

ABIGAIL WOJTECKI

WOJTECKIWIYANDOTTES@GMAIL.COM

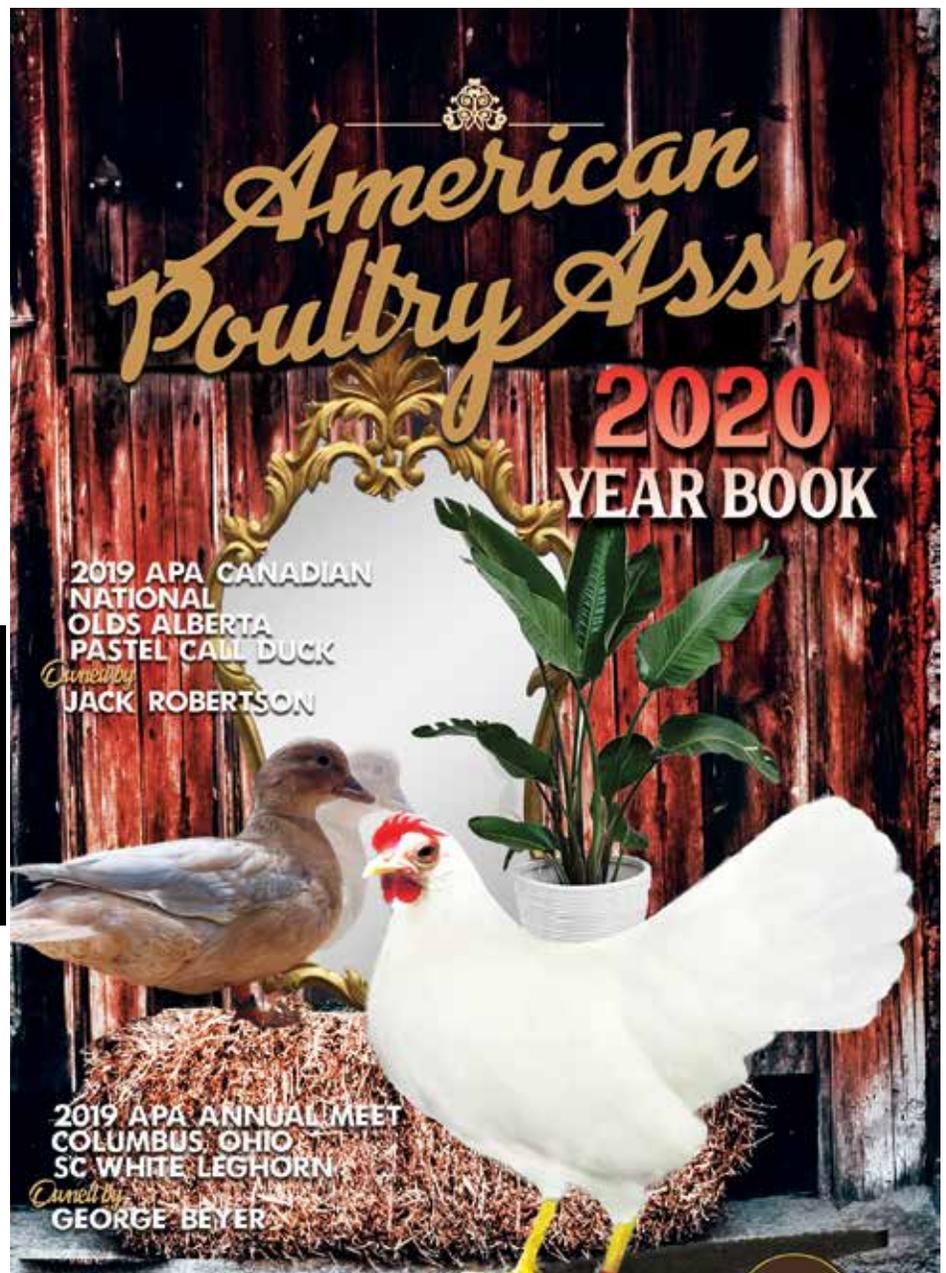
RAMONA TROMBLEY

RAMONA@ANWEN.CA

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



## 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 [apasecretaryadkins@gmail.com](mailto:apasecretaryadkins@gmail.com). Contact us with any questions or problems.

Need help with your ad? Ruth Caron has volunteered to help out people placing full page ads. Please contact her early since it takes time to create ads and a last minute rush could slow things down. She can be reached at [carondesign@yahoo.com](mailto:carondesign@yahoo.com) or on Facebook.

## 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.

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 TYPE	AD SIZE	COMMENTS
JUDGE AD B&W		
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.
FULL PAGE COLOR	4.5 X 7.5 inches	
1/2 PAGE COLOR	4.5X3.25 inches	
1/8 PAGE B&W	1 7/8 X 2 1/4 in	
1/4 PAGE B&W	4 1/2 X 1 7/8 in	
1/2 PAGE B&W	4.5X3.25 inches	
FULL PAGE B&W	4.5 X 7.5 inches	
OUTSIDE BACK	4.5 X 7.5 inches	<b>SOLD</b>
INSIDE FRONT	4.5 X 7.5 inches	<b>SOLD</b>
OPPOSITE INSIDE	4.5 X 7.5 inches	<b>SOLD</b>
OPP. INSIDE BACK	4.5 X 7.5 inches	<b>SOLD</b>
INSIDE BACK	6.5 X 4.5 inches	<b>SOLD</b>

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

**APA YEARBOOK**

**10% DISCOUNT ON ALL ADS THIS YEAR**

**FREE PROFESSIONAL DESIGN INCLUDED**

**COLOR ADS**  **BLACK & WHITE**

*Great for businesses, breed clubs, & farms* *Perfect to showcase winning birds and more*

## Yearbook Designers

**RUTH CARON – [CARONDESIGN@YAHOO.COM](mailto:CARONDESIGN@YAHOO.COM)**

**STEPHANIE COOMER – [COOMERFARM@GMAIL.COM](mailto:COOMERFARM@GMAIL.COM)**

**ABIGAIL WOJTECKI – [WOJTECKIWIYANDOTTES@GMAIL.COM](mailto:WOJTECKIWIYANDOTTES@GMAIL.COM)**

**RAMONA TROMBLEY – [RAMONA@ANWEN.CA](mailto:RAMONA@ANWEN.CA)**

**APA PAYPAL – [APASECRETARYADKINS@GMAIL.COM](mailto:APASECRETARYADKINS@GMAIL.COM)**



# AMERICAN POULTRY ASSN.

*Discount this year*

"DUE TO THE ECONOMIC HARDSHIPS CAUSED BY THE COVID PANDEMIC"

**COST OF AD SUBMITTED & PAID FOR BY MAY 1, 2021**

**JUDGE AD - \$36.00**

**CLUB PAGE B&W - 108.00**

**FULL PAGE COLOR - 202.50**

**1/2 PAGE COLOR - 103.50**

**1/8 PAGE B&W - 24.30**

**1/4 PAGE B&W - 39.60**

**1/2 PAGE B&W - 73.80**

**FULL PAGE B&W - 108.00**

**OUTSIDE BACK - 360.00**

**INSIDE FRONT - 292.50**

**OPPOSITE INSIDE BACK - 225.00**

**INSIDE BACK - 292.50**

**APA Paypal**

**apasecretaryadkins@gmail.com**



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 2021. 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 OR 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.

