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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 standardbred 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. 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. 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
Facebook at Official American Poultry Association or American Poultry Association.

**Ad submission deadline is May 1, 2019**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>AD SIZE</th>
<th>COMMENTS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUDGE AD B&amp;W</td>
<td>4.5 X 7.5 inches</td>
<td></td>
<td>$40</td>
</tr>
<tr>
<td>CLUB PAGE B&amp;W</td>
<td>4.5 X 7.5 inches</td>
<td>includes six 1/8 page ads and a ¼ page club heading-$20 ea.</td>
<td>$120 for full page</td>
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<tr>
<td>FULL PAGE COLOR</td>
<td>4.5 X 7.5 inches</td>
<td></td>
<td>$225</td>
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<tr>
<td>1/2 PAGE COLOR</td>
<td>4.5X3.25 inches</td>
<td></td>
<td>$115</td>
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<tr>
<td>1/8 PAGE B&amp;W</td>
<td>1 7/8 X 2 1/4 in</td>
<td></td>
<td>$27</td>
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<td>1/4 PAGE B&amp;W</td>
<td>4 1/2 X 1 7/8 in</td>
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<td>$44</td>
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<td>1/2 PAGE B&amp;W</td>
<td>4.5X3.25 inches</td>
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<td>$82</td>
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<tr>
<td>FULL PAGE B&amp;W</td>
<td>4.5 X 7.5 inches</td>
<td></td>
<td>$120</td>
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<tr>
<td>OUTSIDE BACK</td>
<td>4.5 X 7.5 inches</td>
<td>SOLD</td>
<td>$400</td>
</tr>
<tr>
<td>INSIDE FRONT</td>
<td>4.5 X 7.5 inches</td>
<td>SOLD</td>
<td>$325</td>
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<tr>
<td>OPPOSITE INSIDE</td>
<td>4.5 X 7.5 inches</td>
<td></td>
<td>$250</td>
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<td>OPP. INSIDE BACK</td>
<td>4.5 X 7.5 inches</td>
<td></td>
<td>$250</td>
</tr>
<tr>
<td>INSIDE BACK</td>
<td>6.5 X 4.5 inches</td>
<td></td>
<td>$325</td>
</tr>
</tbody>
</table>

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

Full page color $225
Half page color $115
LEAVE YOUR MARK FOR FUTURE GENERATIONS
Place an ad in the yearbook

WWW.AMERPOULTRYASSN.COM
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 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.