

2022 AMERICAN POULTRY ASSOCIATION *Yearbook*



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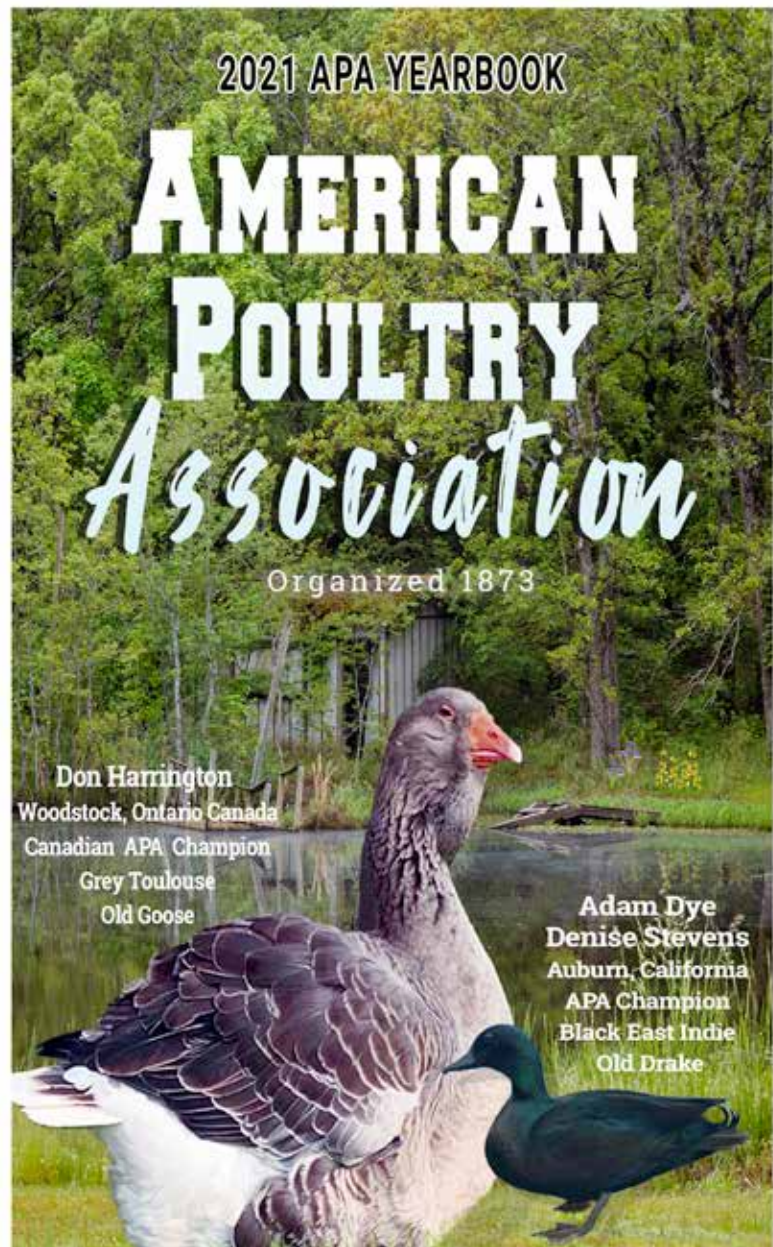
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**AMERICAN POULTRY ASSOCIATION
P.O. BOX 9
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45648**

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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. Contact us with any questions or problems.

Need help with your ad? The APA has volunteers to help out people placing full page 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 Ohio 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. You can also pay your ad on the APA website.

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

For more information visit us online at:
www.amerpoultryassn.com

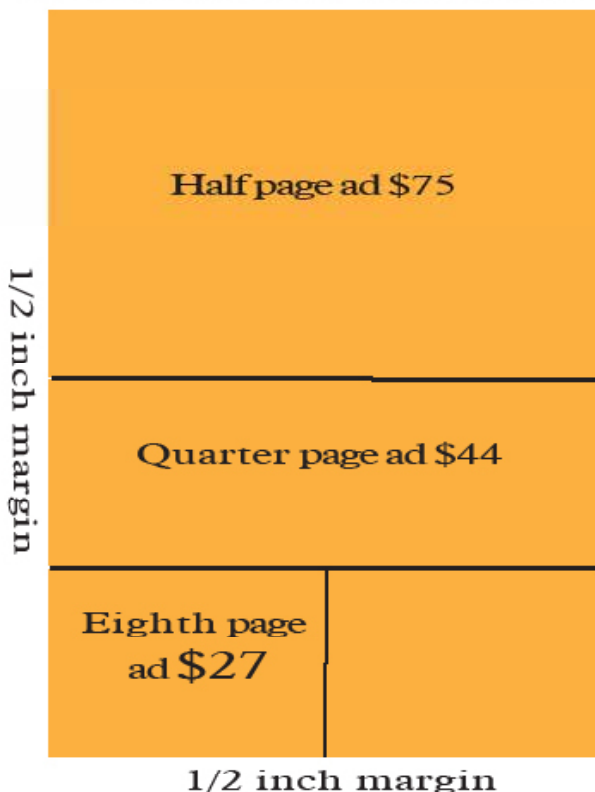
AD TYPE	AD SIZE	COMMENTS	RATE
JUDGE'S AD B&W			\$40
CLUB PAGE B&W	4.5 X 7.5 inches	includes six 1/8 page ads and a 1/4 page club heading-\$20 ea.	\$120 for full page
FULL PAGE COLOR	4.5 X 7.5 inches		\$225
1/2 PAGE COLOR	4.5X3.25 inches		\$115
1/8 PAGE B&W	1 7/8 X 2 1/4 in		\$27
1/4 PAGE B&W	4 1/2 X 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	SOLD	\$400
INSIDE FRONT	4.5 X 7.5 inches	SOLD	\$250
OPP. INSIDE BACK	4.5 X 7.5 inches		\$175
INSIDE BACK	6.5 X 4.5 inches	SOLD	\$250

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

All color ads are posted on the APA website

BELOW IS A SAMPLE OF THE DIFFERENT SIZES OF BLACK AND WHITE ADS.

Individual B&W /Full page ad \$120



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 YEAR-BOOK IS SELF SUPPORTING BY THE ADS MEMBERS AND VENDORS PLACE. SEE ABOVE AD FOR COSTS FOR A CLUB PAGE. BELOW IS AN EXAMPLE OF THE LAYOUT OF A CLUB PAGE AD.

Club B&W /Full page ad \$120

