

# MEDIA KIT

2022



# 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*

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# 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



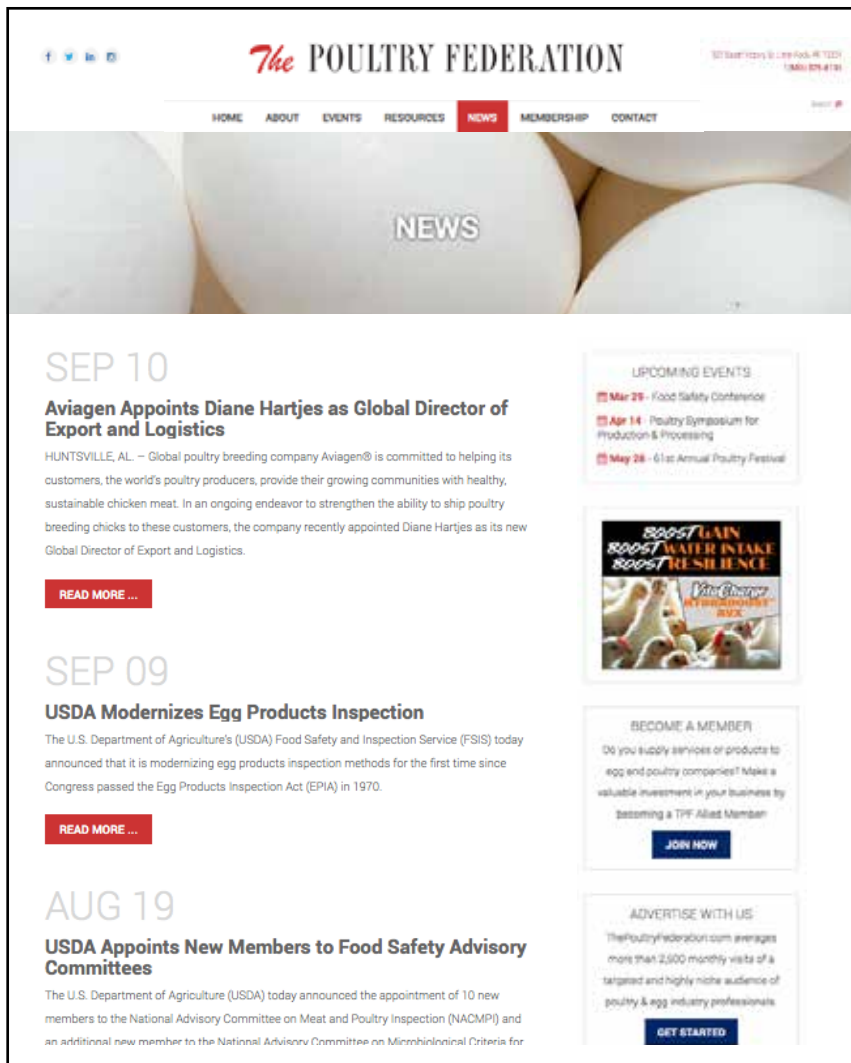
DESKTOP

75.6%



MOBILE

23.5%



The screenshot shows the homepage of The Poultry Federation website. The header includes the logo and navigation menu (HOME, ABOUT, EVENTS, RESOURCES, NEWS, MEMBERSHIP, CONTACT). The main content area features a 'NEWS' section with three articles: 'SEP 10 Avigen Appoints Diane Hartjes as Global Director of Export and Logistics', 'SEP 09 USDA Modernizes Egg Products Inspection', and 'AUG 19 USDA Appoints New Members to Food Safety Advisory Committees'. A sidebar on the right contains 'UPCOMING EVENTS', 'BECOME A MEMBER', and 'ADVERTISE WITH US' sections.

## 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**

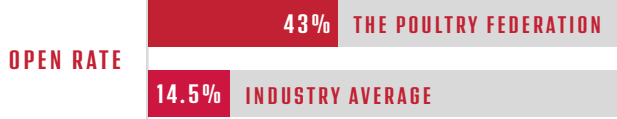
# E NEWSLETTER

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



The screenshot shows the top of an e-newsletter with the TPF logo, social media icons, and the issue date: November 2, 2021. A featured advertisement for VAXXITEK is displayed, highlighting protection against ILT, MD, and IBD. The main content includes a personalized greeting, a message about the new logo, a list of goals for the re-branding, and a section for industry jobs with several open positions. There are also links to the TPF calendar and industry news.

## 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 4.

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

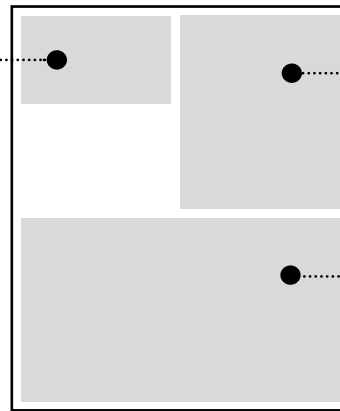
# 2022 MEMBERSHIP DIRECTORY

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**

<b>CONTINENTAL CANNING PRODUCTS</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.continentalcanning.com	<b>GENERATIONS</b> 11000 Highway 101 P.O. Box 101 Little Rock, AR 72201 501-766-1234 www.generations.com	<b>INTERNATIONAL POLY-FLUOROCARBON FILMS</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.internationalpoly.com	<b>INTEGRATED</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.integrated.com
<b>COUNTRY HILL</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.countryhill.com	<b>GRAND CENTRAL</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.grandcentral.com	<b>QUICK CURE</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.quickcure.com	<b>RESEARCH</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.research.com
<b>DAVIDSON</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.davidson.com	<b>QUICK CURE</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.quickcure.com	<b>QUICK CURE</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.quickcure.com	<b>RESEARCH</b> 1000 N. Main Street Little Rock, AR 72201 501-766-1234 www.research.com

**Intralox**  
Direct-Drive™ System simplifies and improves production and increases food safety.

**REQUIREMENTS**

### GETTING ALL YOUR PREHARVEST AND POSTHARVEST SOLUTIONS IN ONE PLACE?

Now that's smart.

In our world, with every day, you need to make the most of your poultry production. From farm to fork, we offer products that make it all possible and reduce your time and cost. Our products are designed to help you get the most out of your poultry production.

**ALLIED MEMBERS**

**ALBERTS**  
1000 N. Main Street  
Little Rock, AR 72201  
501-766-1234  
www.alberts.com

**AMERICAN**  
1000 N. Main Street  
Little Rock, AR 72201  
501-766-1234  
www.american.com

**ANDERSON**  
1000 N. Main Street  
Little Rock, AR 72201  
501-766-1234  
www.anderson.com

### QC SUPPLY

YOU TAKE CARE OF YOUR FARM. WE TAKE CARE OF YOUR FOOD.

**WB Packaging Group**

We know food packaging and labels.

WB Packaging Group is a proud member of The Poultry Federation.

## REQUIREMENTS

- Preferred file format is PDF
- Ads must be submitted in high resolution (300 dpi) CMYK format.
- Smallest type: 7pt, 10pt bold for knock-out 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

**Please note that if you elect to pay by credit card, a 3% processing fee will be added to the total amount due.**

\_\_\_\_\_ 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](mailto: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 \_\_\_\_\_

## 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
<b>WEBSITE // CONTENT RECTANGLE 300 PIXELS W X 250 PIXELS H</b>	<b>\$450</b>		
<b>E-NEWSLETTER // LEADER BOARD 728 PIXELS W X 90 PIXELS H</b>	<b>\$375</b>		
<b>E-NEWSLETTER // CONTENT RECTANGLE 300 PIXELS W X 100 PIXELS H</b>	<b>\$200</b>		
<b>E-NEWSLETTER // SPONSORED CONTENT 250 WORD MAX LIMIT</b>	<b>\$500</b>		
<b>2022 MEMBERSHIP DIRECTORY // FULL PAGE SEE PG. 9 FOR SPECS</b>	<b>\$1800</b>		
<b>2022 MEMBERSHIP DIRECTORY // 1/2 PAGE 7.76" W X 5" H</b>	<b>\$775</b>		
<b>2022 MEMBERSHIP DIRECTORY // 1/4 PAGE 3.75" W X 5" H</b>	<b>\$550</b>		
<b>2022 MEMBERSHIP DIRECTORY // 1/8 PAGE 3.75" W X 2.5" H</b>	<b>\$275</b>		
	<b>GRAND TOTAL</b>		_____

# 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: 3/4~~
- 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//62<sup>nd</sup> 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.



