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<td>Watering &amp; Disease Control</td>
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<td>Food Safety &amp; Product Guide</td>
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**MAY ANNUAL 2024 RESOURCE DIRECTORY**
Material Deadline April 10

- May 20 - Material Due Date 5/3 Layer & Egg/Food Safety
- June 3 - Material Due Date 5/17 Housing & Equipment
- June 17 - Material Due Date 5/30 Product Showcase
- July 1 - Material Due Date 6/14 Breeders & Hatcheries
- July 15 - Material Due Date 6/28 Watering & Disease Control
- July 29 - Material Due Date 7/12 Food Safety & Product Guide
- August 12 - Material Due Date 7/26 New Technology & Pest Control

**ANNUAL 2024 ASSOCIATION DIRECTORY**
Material Deadline July 11

- September 9 - Material Due Date 8/23 Poultry Health
- September 23 - Material Due Date 9/6 Litter Management
- October 7 - Material Due Date 9/20 Cold Weather Preparation
- October 21 - Material Due Date 10/4 Product Showcase

**2025 CALENDAR**
Material Deadline October 11

- November 4 - Material Due Date 10/18 Turkey Spotlight/Food Safety
- November 18 - Material Due Date 11/1 Housing & Technology
- December 2 - Material Due Date 11/15 Outlook
- December 23 - Material Due Date 11/25 IPPE Issue
### 2024 Poultry Times Rates

All Rates Are Quoted As Net Rates

** Failure to fulfill agreement may result in rate adjustments up to open rates**

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**PROMOTIONAL QR CODES - LIMITED AVAILABILITY :$500**

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**Product Guide Costs**

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Advertorials: Centerspread + Insertion Prices Available

### Classified Display Rates

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<td>$50.00</td>
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#### Preprints & Inserts

Preprints and inserts in Poultry Times are available in postcard, one-sided and two-sided pages and multiple page configurations. Costs are progressive in relation to insert size. Custom distribution to all or segmented parts of our subscriber base are available on standalone mailings only. Printing services for inserts also available.

**Contact the sales team for details on pricing and distribution availability.**

**Full-Page Insert**

8” x 10”

Plus .25” Bleed

All Text/logos within 0.25 margins
2024 Poultry Times Ad Dimensions

Finished Size 8.5” x 11” All Glossy

Full-Page Ad
8.5” x 11”
Plus .25” Bleed
All Text/logos within 0.25 margins
NO Bleed: 8” x 10”

1/2 Vertical
3.91” x 10”
1/4 Page
3.91” x 4.9”

Junior Page
5.96” x 10”

1/2 Horizontal
8” x 4.9”
Cover Banner
6.75” x 1.25” Plus .25” Bleed

PT Cont.

Calendar Ad Dimensions

Finished Size 8” x 10” All Glossy

Third Page
5.96” x 4.9”
Sixth Page
3.91” x 3.4”
Eighth Page
3.91” x 2.35”

Full-Page Ad
10” x 8”
Plus .25” Bleed
All Text/logos within 0.25 margins

Banner Ad
9.5” x 1”

Classified

Classified Column Width:
1 Column =1.6875”
2 Columns =3.375”
2024 Association & Resource Directory Ad Dimensions

Finished Size 8” x 9.5” All Glossy

Our Poultry Association Guide is designed to enhance communications and information viability, providing a handy reference guide to the various associations, federations, councils and other groups serving the chicken, turkey and egg industries. Updated and published annually, the Guide includes association mailing addresses, telephone and facsimile numbers, e-mail and websites, as well as staff members and officers and directors.

The Poultry Resource Guide offers contacts for all areas of the poultry industry including poultry scientists, Extension staff, equipment manufacturers, health companies and more. This publication is an invaluable source of contact information for both the poultry novice and the expert.

Production Requirements

Materials
- Files should be supplied digitally, either emailed or provided via Dropbox or similar file transfer system, either as a PDF, TIFF, or an EPS file with all text converted to outlines.
- All advertising materials will be held for a minimum of one year unless other instructions are given.
- All files should be submitted at 300dpi in CMYK color
- Ads that bleed should adequately allow for the bleed size (0.25” on each side). All text and logos/images not intended to bleed should be inside the live image/safety area of 8” x 10.5”

Color
- Color ad proofs must be a color key, cromalin or other comprehensive proof. Color sequence is cyan, magenta, yellow, black (CMYK).
- Color proofs must accompany digital files.

Poultry Times
- Trim size: 8.5” x 11”
- Live image/print area: 8” x 10.5”
- Bleed size: 9” x 11.5”
- Resolution/DPI: 300

Association Guide, Resource Guide & Supplements
- Trim size: 8” x 9.5”
- Live image/print area: 7.5” x 9”
- Bleed size: 8.5” x 10”
- Resolution/DPI: 300

Calendar
- Trim size: 8.25” x 11”
- Live image/print area: 8” x 10.75”
- Bleed size: 8.75” x 11.5”
- Resolution/DPI: 300
PoultryTimes.com
Packages Available:
1. Brochures (call for availability)
2. Eblasts - $500
3. Videos - $500
3. 5. Marketplace Links
4. Banners
   Above Scroll - $100
   Below Scroll - $150

IPPE (Limited Availability)
Add Facebook Live $350 Show Videos $600

Website Ads (Pricing per month)
1. Banner - 728x90
   Positions: $350 $270 $200 $150
2. Box - 300x250
   Positions: $300 $275 $160
3. Long - (E-$330)
4. Pencil Pusher - 1050x200
   Drop Down - 2023x695

Newsletter Ads (Poultry Report)
2400x1256 px - $500 per report
Contact sales for availability.

Podcasts *Newly Added*
Contact sales for availability.

Social Media Packages
   Facebook, Twitter, & Instagram $500 per month