

Poultry Times

—○ *2020 Media Kit* ○—



26 Times A Year... We Deliver

Poultry Times is the only trade publication that gives a complete, timely picture of the poultry industry every two weeks. Begun in 1954, Poultry Times has grown and evolved over the years along with the industry. Based in the heart of poultry country, it is national in scope; regional in focus. Its readers come from all segments of the poultry industry, from the growers to the field service personnel to the CEOs. They all want the same thing: accurate, timely, concise information. Poultry Times delivers.

Poultry Times welcomes news items, including industry promotions, business news, obituaries, research results, photographs and news releases. Letters of opinion are encouraged and will be printed at the discretion of the editorial board. All are subject to editing.

DEMOGRAPHIC BREAKDOWN

- Broiler Grower
- Suppliers
- Broiler Processors
- Allied to the Field



EDITORIAL GUIDELINES

General

We welcome editorial submissions, however, the staff needs enough time to review submissions for consideration for publication. Therefore, all articles to be considered must be submitted one month prior to publication date unless other arrangements are made, for example with our regular contributors.

Poultry Times seeks to present news and features as objectively as possible. Much of our focus material comes from authors who perform research with a similar objective mind set. Therefore, we ask any speculative contributors to consider this objectivity in their offerings. We want to inform our readers about the ideas behind a subject, not necessarily a particular brand or company. All content is subject to revision for style.

See editorial calendar on opposite page.

Products

Limited to two products per brand, line or company, 100 words, 1 photo per product. All product descriptions are subject to revision for style and length. Product photos will be printed black and white at 1 column width (1.6875") or 2 column width (3.91"). Electronic images submitted do not need to be any larger than 300 dpi resolution, as these will be printed at 100 line screen.

See editorial calendar on opposite page for Product issues.

Letters to the Editor

We welcome letters to the editor on issues discussed in the pages of Poultry Times. When submitting, please include thorough contact information for verification.

2020 Poultry Times

Publication Calendar & Topics Of Focus

Advertising material deadline: 15 business days prior to publication date.

January 6
Expo Products & Services Guide

January 20
AFIA & NAMI

February 3
Instant Coverage

February 17
Industry News

March 2
Midwest Poultry Show

March 16
Litter Management

March 30
Environmental & Product Guide

April 13
Poultry Health

April 27
Hot Weather Prep

**MAY ANNUAL 2020
DIRECTORY**
Material Deadline April 27

May 11
Biosecurity & Pest Control

May 25
Company Spotlight

June 8
Housing & Equipment

June 22
Product Showcase

July 6
Breeders & Hatcheries

July 20
Biosecurity

**ANNUAL 2020
ASSOCIATION DIRECTORY**
Material Deadline July 24

August 3
Industry News & Product Guide

August 17
New Technology & Pest Control

August 31
Equipment

September 14
Poultry Health

September 28
Environmental & Product Guide

October 12
Cold Weather Preparation

October 26
Product Showcase

2020 CALENDAR
Material Deadline October 12

November 9
Turkey Spotlight

November 23
Disease Control

December 7
Industry Outlook

December 21
IPPE Issue

2020 Poultry Times Rates

All Rates Are Quoted As Net Rates

| | OPEN | 3X | 6X | 9X | 13X | 26X |
|--------------|---------|---------|---------|---------|---------|---------|
| Covers | 3410.00 | 3080.00 | 2750.00 | 2420.00 | 1980.00 | 1870.00 |
| Full Page | 3190.00 | 2750.00 | 2420.00 | 1980.00 | 1650.00 | 1540.00 |
| Half Page | 1540.00 | 1320.00 | 1210.00 | 1100.00 | 990.00 | 770.00 |
| Quarter Page | 770.00 | 660.00 | 550.00 | 522.00 | 495.00 | 440.00 |

| | OPEN | 3X | 6X | 9X | 13X | 26X |
|-----------------|---------|---------|---------|---------|---------|---------|
| Jr Page | 1650.00 | 1595.00 | 1540.00 | 1485.00 | 1402.00 | 1320.00 |
| One Third Page | 770.00 | 715.00 | 687.00 | 660.00 | 632.00 | 550.00 |
| One Sixth Page | 440.00 | 418.00 | 396.00 | 374.00 | 352.00 | 297.00 |
| One Eighth Page | 352.00 | 330.00 | 302.00 | 286.00 | 264.00 | 220.00 |
| One Tenth Page | 275.00 | 253.00 | 242.00 | 220.00 | 192.00 | 165.00 |

| Front Page Banners Glossy | | |
|---------------------------|---------|---------|
| Banner | 1540.00 | 1210.00 |

| Per Col. Inch Rates for Anything not on Modular | OPEN | 3X | 6X | 9X | 13X | 26X |
|---|-------|-------|-------|-------|-------|-------|
| | 44.00 | 42.00 | 39.00 | 37.00 | 35.00 | 33.00 |

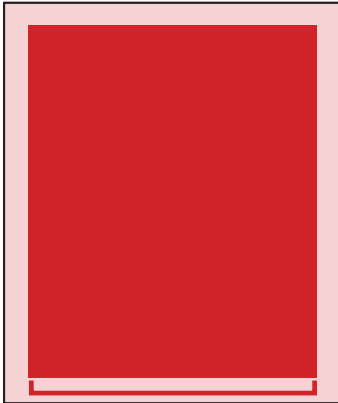
| Not to Exceed 5 Column Inches | Classified Display Rates | | Classified Page ONLY | | Per Column Inch | |
|-------------------------------|--------------------------|-------|----------------------|-------|-----------------|-------|
| | OPEN | 3X | 6X | 9X | 13X | 26X |
| | 44.00 | 41.00 | 39.00 | 33.00 | 27.00 | 22.00 |

*Product guide cost Full Page \$1,265, Half Page \$715.

Failure to fulfill agreement may result in rate adjustments up to open rate.

Poultry Times Ad Dimensions

Finished Size 8.5" x 11" All Glossy

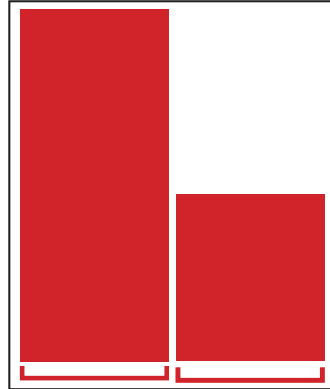


Full-Page Ad
8.5" x 11"

Plus .25" Bleed

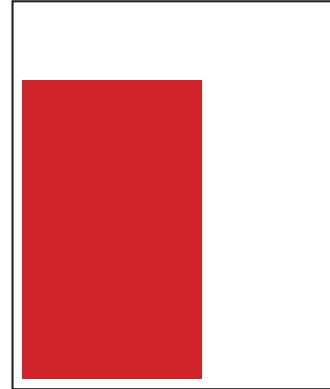
All Text/logos within 0.25 margins

NO Bleed: 8" x 10"

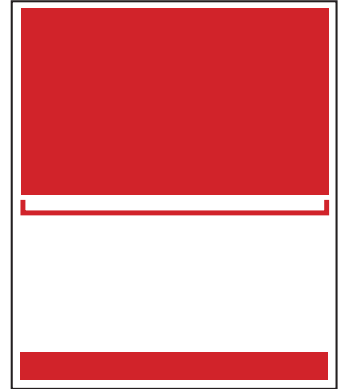


1/2 Vertical
3.91" x 10"

1/4 Page
3.91" x 4.9"

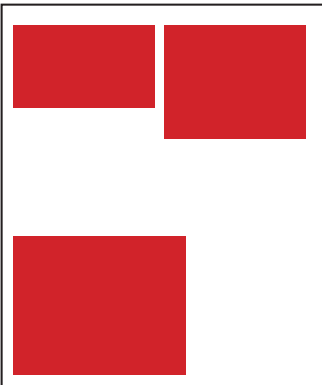


Junior Page
5.96" x 10"



**1/2 Horizontal
Cover Banner**
8.5" x 1" Plus .25" Bleed

PT Cont.



Third Page

5.96" x 4.9"

Sixth Page

3.91" x 3.4"

Eighth Page

3.91" x 2.35"

Calendar Ad Dimensions

Finished Size 8" x 10" All Glossy



Full-Page Ad

10" x 8"

Plus .25" Bleed

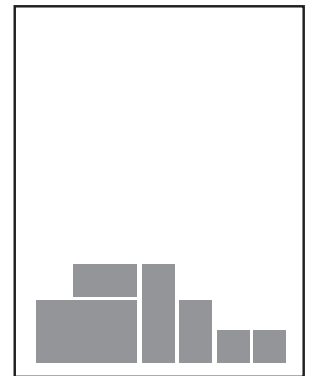
*All Text/logos within
0.25 margins*



Banner Ad

9.5" x 1"

Classified



Classified

Column Width:

1 Column = 1.6875"

2 Columns = 3.375"

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.

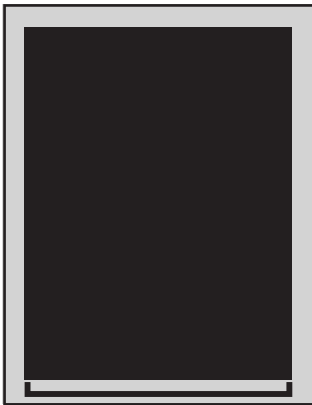
Full-Page Insert

8" x 10"

Plus .25" Bleed
*All Text/logos within
0.25 margins*

Association & Resource Directory Ad Dimensions

Finished Size 7" x 8.5" All Glossy



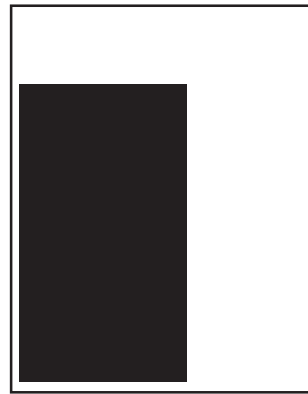
Full-Page Ad
8" x 9.5"

Plus .25" Bleed

All Text/logos within 0.25 margins

NO Bleed:

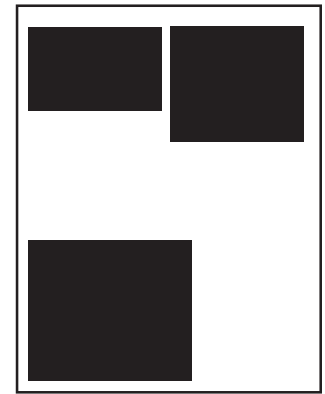
7.25" x 8.75"



Junior Page
5.4" x 8.5"



1/4 Page
3.54" x 4.25"
1/2 Horizontal
7.25" x 4.25"

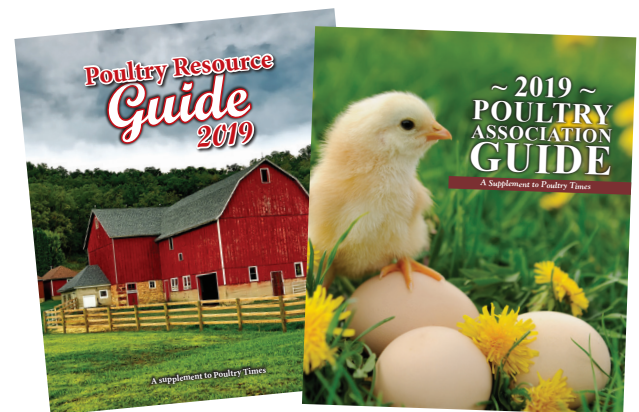


Third Page
5.4" x 4.25"
Sixth Page
3.54" x 3"
Eighth Page
3.54" x 2"

Association & Resource Directory

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: 7" x 8.75"
Live image/print area: 8" x 9.5"
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 Digital Reach

E-Newsletter

Available every Tuesday and Thursday.

- Package I: Logo at top of e-newsletter \$55/day.
- Package II: Video embedded in the online newsletter \$165/day.
- Package III: Logo and video in the e-newsletter \$220/day.
- Package IV: Logo and video in the e-newsletter plus up for one month at a time on the website www.poultrytimes.com, accessible on our Facebook page, and accessible on our Twitter page for 24/7 access the entire month \$2,500
- Package V: Pick a day for your company to occupy the entire e-newsletter with logo, video and news release \$330/day.

During show months the e-newsletter can be available daily.

PoultryTimes.com

Packages Available:

1. Brochures
2. Video
3. Eblast
4. Banner (all sizes)
5. Marketplace links \$30
6. Marketplace Description 100 words or less \$55

Ad Sizes Available:

- A./E./P. 728x90 \$110/month
- B 200x90 \$110/month
- C. Corner Peel \$550/month
- F. Pencil Push \$880/month
- G. 300x250 \$275/month
- H./I./M. 468x60 \$110/month
- J. 120x600 \$220/month
- K. 160x600 \$220/month
- L. 300x600 \$330/month
- N./O. 120x90 \$82.50/month
- Q. 200x90 \$82.50/month

*All positions available on every page except option C, Pencil Push Ad, available on home page only.

IPPE (Limited Availability)

Add Facebook Live \$275 & Show Videos \$550

The screenshot shows the PoultryTimes.com website layout with various ad positions marked with letters A through P. The website features a header with navigation links (About Us, Contact Us, e-Edition, Welcome! Login, Signup) and a main content area with several news articles. The ad positions are distributed across the page as follows:

- A, B, C:** Located in the top right corner of the page.
- E:** Located in the top right area of the main content section.
- F:** Located on the left side of the main content section, near the ASA article.
- G:** Located on the right side of the main content section.
- H:** Located in the middle of the main content section, below the ASA article.
- J, K:** Located on the right side of the main content section, below the G article.
- I:** Located in the middle of the main content section, below the BIOFUEL article.
- L:** Located on the right side of the main content section, below the J and K articles.
- M:** Located in the bottom right area of the main content section.
- N, O, Q:** Located in the bottom left area of the main content section.
- P:** Located in the bottom right corner of the page.

The website content includes articles such as "ASA director asks for 'adequate and timely' rail service", "Ganci to lead animal humane program", "First commercial-scale cellulosic ethanol plant opens in U.S.", "Fresh, raw chicken recalled due to possible processing flaw", and "House of Raeford Farms awards \$35,000 in college scholarships". There is also a "LATEST E-EDITION" section and an "ONLINE POLL" section.



Poultry Times

CORPORATE HEADQUARTERS

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