

ADVERTISING SPECIFICATIONS

Full Page
7.75 w x 10.25 h

**1/2 Page
Horizontal**
7.75 w x 5 h

1/4 Page
3.75 w x 5 h

1/8 Page
3.75 w x 2.375 h

**1/2 Page
Vertical**
3.75 w x 10.25 h

SUBMISSION REQUIREMENTS

- Accepted File Formats: PDF, JPEG. *No other file formats will be accepted.*
- All ads will be in color.
- Make the document size the exact size of the ad. Ads are not designed to bleed to the edge of the page in this publication. Bleed and crop marks are not required.
- All fonts and photos must be embedded. Photos should be at least 300 DPI. All color within an ad should be CMYK. Spot colors should be converted to CMYK.
- Files should be named so they are easily identifiable (size, company name, etc.).
- Ads will be printed as submitted. Neither MPA nor the printing company is responsible for errors in ads or art that yields low print quality.

AD SIZES

	ALLIED MEMBER	NON-MEMBER	ALLIED MEMBER w/ DISCOUNT
• Full Page: 7.75" x 10.25"	\$450	\$600	\$405
• 1/2 Page (horizontal): 7.75" x 5"	\$250	\$350	\$225
• 1/2 Page (vertical): 3.75" x 10.25"	\$250	\$350	\$225
• 1/4 Page: 3.75" x 5"	\$120	\$165	\$108
• 1/8 Page: 3.75" x 2.375"	\$80	\$115	\$72

**10% discount on ads for members if you commit to place an ad in all 4 issues*

AD SUBMISSION DEADLINE

TARGET DISTRIBUTION DATE

• Quarter 1	March 3	mid-March
• Quarter 2	June 2	mid-June
• Quarter 3	September 1	mid-September
• Quarter 4	December 1	mid-December

PUBLICATION INFORMATION

- The Association newsletter, *Emerging Trends*, is printed quarterly. It contains educational and informative articles on a number of issues related to the poultry industry. These articles concentrate on how to save the producer money, law, compliance issues and promotional activities of the industry. More importantly, *Emerging Trends* provides an "Upcoming Events" section to announce various activities and functions of the Association. The newsletter is mailed to about 1250 MPA members.

FOR MORE INFORMATION

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