

# MEDIA KIT 2021



AAMP | One Meating Place  
Elizabethtown, PA 17022  
[www.aamp.com](http://www.aamp.com)  
717-367-1168





## Ways to Advertise with AAMP

Advertising with AAMP gives you the unique opportunity to create visibility for your company within the meat industry.



### BLAST EMAIL

Reach AAMP members and non-members alike through the *Choice Cuts* e-newsletter. Every Wednesday more than 1,500 subscribed professionals receive vital association news and industry information.



### Ad Pricing/Size

• <b>Hyperlinked Leaderboard Ad</b> (800 x 200 pixels)	<b>\$500</b>
• <b>Hyperlinked Bottom Page Ad</b> (800 x 200 pixels)	<b>\$250</b>

### WEBSITE

The recently updated [www.aamp.com](http://www.aamp.com) sees an average session duration of over 1.5 minutes. Website ads appear at the bottom of every page on our site, excluding the homepage, and include a link to your website or social media. All of AAMP's publications and social media outlets drive traffic to the site.

- 1,400+ AAMP member users
- 50,000+ unique page views per year

### Ad Pricing/Size

(Per month)	
• <b>Banner Ad</b> (468W x 60H pixels / 6.5" W x .833" H)	<b>\$300</b>
• <b>Large Square Ad</b> (155W x 155H pixels / 2.153" W x 2.153" H)	<b>\$300</b>



## AAMPLIFIER

The *AAMPlifier* is the association's premier publication featuring the latest industry news and regulatory updates via the *Capitol Lineup* insert. Due to the publication size and limited printing, companies advertising in the *AAMPlifier* are limited to one full-page ad per year in order to give equal opportunities for all. Companies can be placed on a waiting list in the event there is ad space availability that month. Otherwise, all other ads are on a first-come, first-served basis from the date payment is received.

- A printed hard copy is sent each month to over 1,500 industry decisionmakers
- A digital copy is also emailed each month all AAMP members
- Members have permanent access to the *AAMPlifier* archives section of the AAMP website, providing advertising longevity.

### Ad Pricing/Size

(No cover or back page ad space available)

#### Full Page, color \$1,200

- 1 space, per month
- 8.625" x 11.125" — Bleed
- 7" x 9.5" — No bleed

#### Half Page Horizontal, color \$600

- 1 space, per month
- 7" x 4.583"

#### Quarter Page Vertical, color \$300

- 1 space, per month
- 4.583" x 3.333"

#### Business Card Horizontal, color \$150

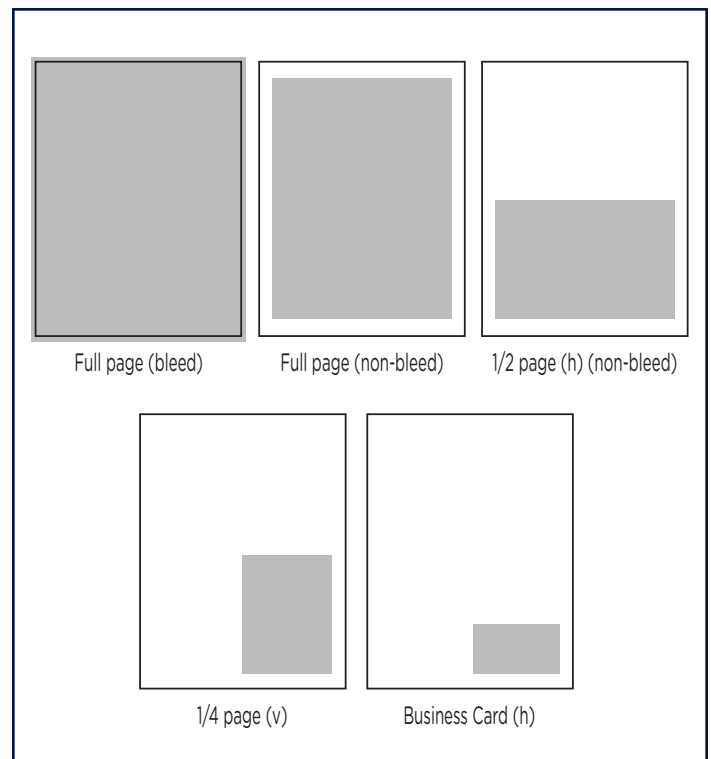
- 1 space, per month
- 2.333" x 1.666"

## THE GOLD BOOK MEMBERSHIP DIRECTORY & BUYERS' GUIDE

Printed every two years, each AAMP member company receives a copy of the directory. Each new member of the association also receives a copy in his or her welcome packet.

### Ad Pricing/Size

- 2022-23 Gold Book advertising will begin in October 2021. Contact [diana@aamp.com](mailto:diana@aamp.com) for more details.



# Policies

- Advertising is limited to AAMP members only
- All ads are on a first-come, first-served basis from the date payment is received.
- AAMP reserves the right to deny any ad that is not in line with its policies and code of conduct.
- The advertiser assumes responsibility for all ads placed in their entirety, including accuracy.
- Advertisers are responsible for submitting advertising material on or before the deadline date.
- Changes to advertisements and cancellations will not be accepted following the ad reservation deadline dates listed below.
- To ensure accuracy and consistency on-press, we require a color proof with all new ad submissions.



## AD SPECS

We accept the following electronic formats for

### print ads:

- Press-quality PDF files with embedded fonts
- JPG files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outlines

We accept the following electronic formats for

### digital ads:

- Web-quality PDF with embedded fonts
- TIF or JPEG files, 300 dpi resolution or greater
- EPS files with fonts converted to outline
- Files may not contain animation

## PAYMENT INFORMATION

Payment is due upon application of the advertising request.

- Visa, MasterCard, and American Express are accepted.

## PUBLICATION DATES & DEADLINES

**AAMPlifier:** Should be received by AAMP by the 15th of the month prior. (*Example:* An ad for January should be received by AAMP by no later than December 15.)

**Choice Cuts e-newsletter:** Should be received by AAMP one week before publishing.

**Website:** Should be received by AAMP by the 15th of the month prior. (*Example:* An ad for January should be received by AAMP by no later than December 15.)

**The Gold Book:** Ads for the 2022–23 directory should be received by AAMP by December 31, 2021. The book is scheduled to print in Spring 2022. Contact [diana@aamp.com](mailto:diana@aamp.com) for more details.