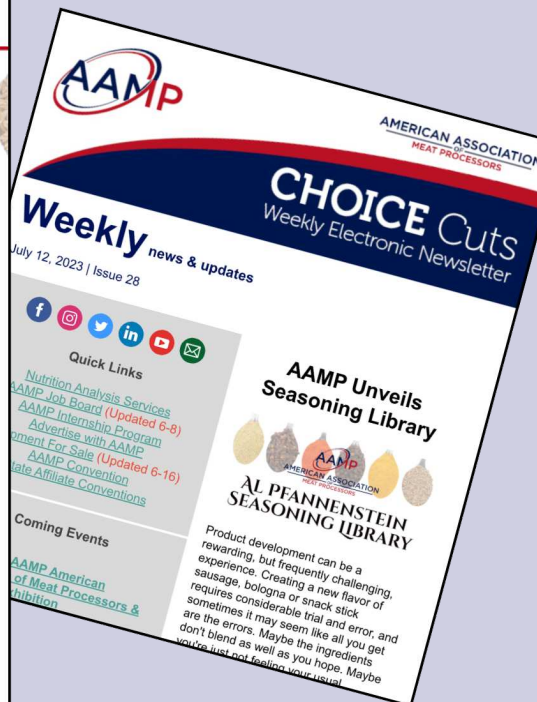
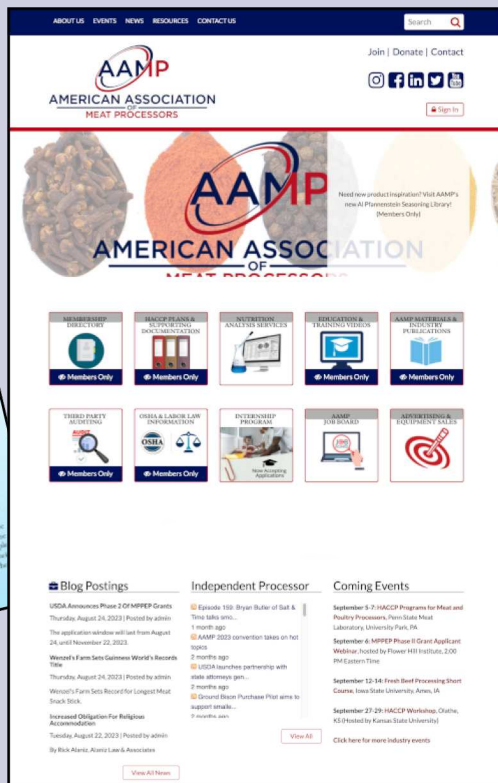
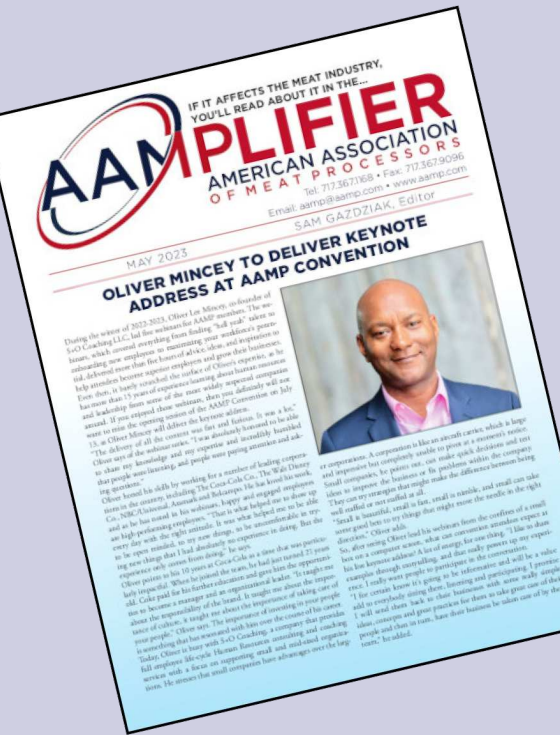




# AMERICAN ASSOCIATION OF MEAT PROCESSORS



# 2024 MEDIA KIT

North America's Largest Meat Trade  
Organization



The American Association of Meat Processors (AAMP) is North America's largest meat trade organization. It is the mission of AAMP to provide quality service, knowledge through education, regulatory representation, and networking opportunities for our members.

Advertising with AAMP gives you the unique opportunity to create visibility for your company within the meat industry as well as support our Association.

## DIGITAL ADVERTISING

### Choice Cuts Weekly Newsletter

AAMP's weekly Choice Cuts newsletter is deployed every Wednesday morning. Reach more than 1,600 meat industry professionals through this newsletter, which offers industry news, AAMP updates, coming events and more.

Choice Cuts open rate: 53% (Industry Average 43%)\*  
Choice Cuts click-through rate: 7% (Industry Average 2%)

\* Industry average rates  
noted by Constant  
Contact, September 2023.

Ad Pricing/Size (per issue)	AAMP Member Rate	Non-Member Rate
Hyperlinked Leaderboard Ad (800 x 200 pixels)	\$525.00	\$1,050.00
Hyperlinked Bottom Page Ad (800 x 200 pixels)	\$265.00	\$530.00

### Website ([www.aamp.com](http://www.aamp.com))

The AAMP website, [www.aamp.com](http://www.aamp.com), averages 20,500 pageviews and 5,400 users per month. All of AAMP's publications and social media outlets drive traffic to the site.

Ad Pricing/Size (per month)	AAMP Member Rate	Non-Member Rate
Banner Ad (Rotating) (728 x 90 pixels)	\$315.00	\$630.00
Square Ad (3 max) (250 x 250 pixels)	\$315.00	\$630.00



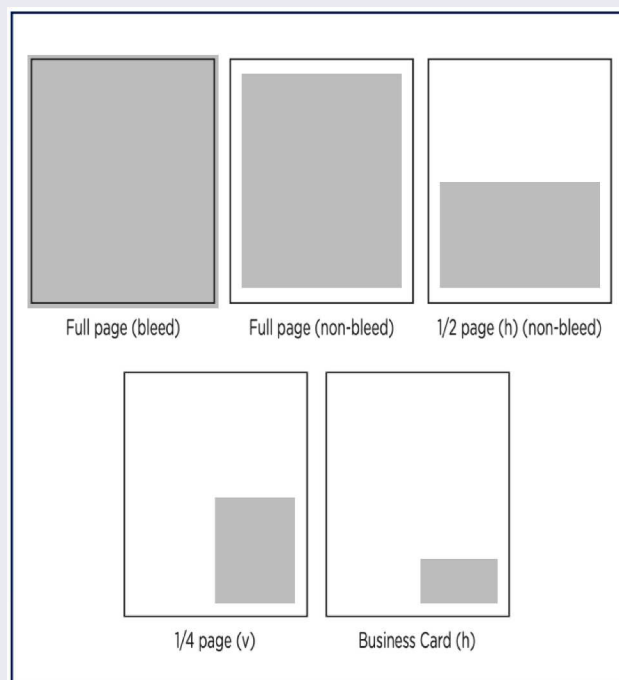
## PRINT ADVERTISING

### AAMPLifier Magazine

The AAMPLifier is the association's monthly publication featuring the latest industry news and regulatory updates via the Capitol Lineup insert. It is available via both a printed copy and an emailed PDF.

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.

### Ad Sizes



#### **Ad Pricing/Size (per issue)**

Full Page

1 available per issue

8.625" x 11.125" — Bleed

7" x 9.5" — No Bleed

Half Page

3 available per issue

7" x 4.583"

Quarter Page

2 available per issue

3.333" x 4.583"

Business Card Horizontal

2 available per issue

2.333" x 1.666"

#### **AAMP Member Rate**

\$1,260.00

#### **Non-Member Rate**

\$2,520.00

\$630.00

\$1,260.00

\$315.00

\$630.00

\$160.00

\$320.00





## Policies

- All ads are on a first-come, first-served basis from the date payment is received. AAMP members are given priority over non-members for ad placement.
- 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 on this page.

## 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**:

- PNG or JPEG files, 300 dpi resolution or greater
- Files may not contain animation

## Publication Dates & Deadlines

**AAMPli fier:** 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.)

**Contact Sam Gazdziak at [sam@aamp.com](mailto:sam@aamp.com) for more information or to place an ad.**

