



2020 MEDIA KIT & OPPORTUNITIES GUIDE



WHY ADVERTISE WITH ABF?

ABOUT ABF

For more than 75 years, the American Beekeeping Federation (ABF) has been working in the interest of all beekeepers, large and small, and those associated with the beekeeping industry to ensure the future of the honey bee. Today, there are many challenges facing the industry that are endangering the very existence of nature's most valuable insect. From disease to shrinking habitat to detrimental legislation to new science that is modifying nectar sources in ways we have yet to fully understand, beekeepers rely on the ABF for the education they need to succeed in the business of keeping bees in today's competitive world.

MISSION

The ABF will act on behalf of the beekeeping industry on issues affecting the interests and the economic viability of the various sectors of the industry.



ABF MEMBERS ARE BUYERS

BEEKEEPING SUPPLIES

- Containers
- Equipment
- Extractors
- Feeds & Syrup
- Forklifts
- Heaters
- Hives & Parts
- Honey Harvesting
- Protective Garments
- Publications
- Ranch Wear & Boots
- Refrigeration
- Smokers & Tools
- Supplements
- Ventilation
- Winterizing Tools

BEEKEEPING SERVICES

- Beekeeping Organization
- Bottling
- Business Planning
- Colony Evaluation
- Consulting
- Custom Extracting
- Design & Print Services
- Financial Advising
- Honey Importer/Exporter
- Insurance
- Labor
- Mite Testing
- Pollination Services
- Publishing
- Storage
- Transportation & Shipping

QUEENS & PACKAGE BEES

- Buckfast
- Bulk Bees
- Carniolan
- Caucasian
- Hybrids
- Italian
- Nucs
- Saskatraz
- Russian

HIVE PRODUCTS

- Beeswax Items
- Haircare Products
- Honey Gift Boxes
- Honey Mail Orders
- Honey Packer/Dealer
- Honey Producer
- Mead & Honey Spirits
- Pollen
- Propolis Products
- Royal Jelly
- Skincare Products
- Wax Buyer
- Wax Rendering

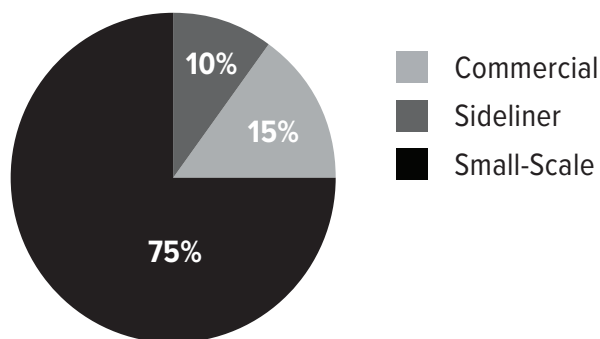
WHO IS THE ABF?

ABOUT ABF MEMBERS

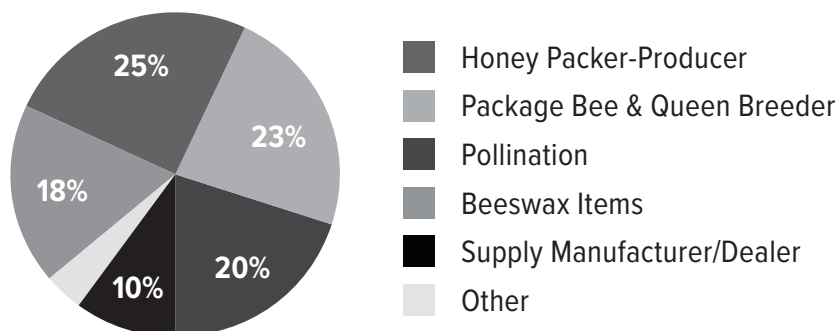
ABF is made up of nearly 1,400 beekeepers whose operations range in size from just a few colonies to tens of thousands of colonies as well as industry stakeholders and product and service providers. Our members share a common interest to work toward better education and information for all segments of the industry.

1,400 MEMBERS
50 STATES
19 COUNTRIES

BEEKEEPING OPERATION SIZE



BUSINESS ACTIVITY



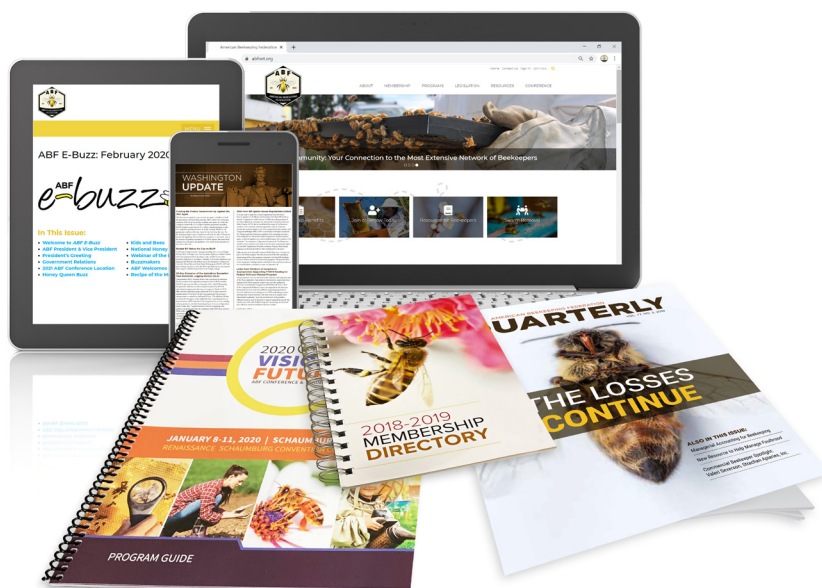
HOW TO REACH THE ABF COMMUNITY

OPPORTUNITIES

ABF Advantage Program
ABF Quarterly
ABF E-Buzz
ABF Membership Directory
ABF Conference & Tradeshow
ABF Website

AUDIENCE

Beekeepers
Conservationists
Entomologists
Botanists
Researchers
Students
Educators
Supply Dealers
Service Providers
Industry Partners
Apiary Inspectors
Community Planners
Government Agencies
Legislators
Regulators
Chefs & Brewers



HOW TO REACH THE ABF COMMUNITY

ABF ADVANTAGE PROGRAM

Through the ABF Advantage Program, ABF members enjoy exclusive access to perks, discounts and preferred pricing from the beekeeping industry's leading product suppliers and service providers. Designed to strengthen awareness between beekeepers and the industry's product suppliers and service providers, the ABF Advantage Program markets your business to our extensive network of beekeepers across the U.S.

ABF QUARTERLY MAGAZINE

Featuring educational and state-of-the-industry articles along with ABF activities and happenings in the beekeeping industry, ABF Quarterly is our 44-page, full-color magazine and Federation Marketplace filled with ideas and insights ABF members use to enhance their beekeeping operations. Distribution includes all ABF members as well as beekeeping events nationwide.

ABF E-BUZZ NEWSLETTER

Published monthly and emailed to all ABF members and sponsoring state organizations, ABF E-Buzz contains ABF updates, legislative news, event information, member features and useful beekeeping tips and tricks as well as updates from industry partners like the National Honey Board, the Bee Informed Partnership, Project apis m. and others. With an average open rate of 54% and click rate of 37%, this is a great way to regularly position your brand in front of our industry's decision makers.

ABF MEMBERSHIP DIRECTORY

Both a print and online membership directory are available to ABF members. The print membership directory is published in even years and is used by members for networking and by suppliers and buyers seeking sources and customers.

ABF CONFERENCE & TRADESHOW

The ABF Conference & Tradeshow brings together more than 900 beekeepers and industry partners from across the U.S. and the world to learn about the best products and services for their operations, gain expertise in keeping bees and network with their peers and the biggest names in the industry. In addition to an informative program and dozens of commercial exhibits, the conference features the American Honey Show and the selection of the American Honey Queen and Princess, as well as other educational and social activities. No other annual event brings together this quantity and quality of vendors.

ABF WEBSITE

The ABF's official member site is the exclusive resource members rely on for up-to-date association activities, industry news and beekeeping information. In 2019, www.abfnet.org was visited by 80,833 users and had 430,223 unique page views.



ABF ADVANTAGE PROGRAM

YOU'RE INVITED

The American Beekeeping Federation is pleased to announce the launch of the ABF Advantage Program, and we invite you to partner with us in providing this new, exclusive member benefit!



ADVANTAGE

PROGRAM

BENEFITS TO MEMBERS

Through the ABF Advantage Program, ABF members enjoy exclusive access to special perks, discounts and preferred pricing on top-of-the-line products, high-quality services and cutting-edge technology offered by our program partners. The annual cost savings available to ABF members exceeds the cost of ABF membership, thus driving up the value of belonging to the ABF.

BENEFITS TO PROGRAM PARTNERS

The ABF Advantage Program drives customers to the businesses that have demonstrated commitment to the ABF's mission through sponsoring the annual conference or exhibiting in the tradeshow.

We leave it up to you to create a special offer that works for your business! In addition to recognizing your company on the ABF website and membership materials as a program partner, your promotion will be published in the ABF Advantage Program coupon booklet which is distributed to all ABF members annually and posted on a members-only marketplace dedicated to the program.

This program would not be possible without your generosity, so we encourage you to make your promotion work for you!

HOW TO SIGN UP

Contact ABF Executive Director Molly Sausaman at 720-616-4145 or msausaman@abfnet.org for participation details and logistics information. Visit: www.abfnet.org/resource/resmgr/docs/advantage-primer.pdf

ABF QUARTERLY MAGAZINE

ABOUT ABF QUARTERLY

Featuring educational and state-of-the-industry articles along with ABF activities and happenings in the beekeeping industry, ABF Quarterly is our 44-page, full-color magazine and Federation Marketplace filled with ideas and insights ABF members use to enhance their beekeeping operations. Distribution includes all ABF members as well as beekeeping events nationwide.

2020 PUBLISHING SCHEDULE

SPRING

March Distribution
Content Due: February 28

SUMMER

May Distribution
Content Due: April 3

FALL

August Distribution
Content Due: July 3

WINTER

November Distribution
Content Due: October 2

PRINT SPECIFICATIONS

Please be advised that if your artwork does not adhere to the specifications below, you accept the risk it will not appear correctly in the final printed document. Please contact us at 720-616-4145 if you have questions regarding your artwork.

File Format: PDF/X-1a in Adobe Acrobat.

- PDF files accepted if down sampling is turned off.
- Set up at 100%, no rotations.

Graphic Quality: High resolution, 300dpi.

- All images and colors must be converted to CMYK.
- All fonts must be embedded or converted to outlines.
- Do not place a black line or frame around ad.
- We can provide graphic design services for \$100/hour.

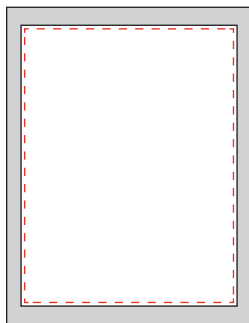
Bleed Requirements: Trim and bleed marks should be included in file.

- For the back cover, please contact the ABF for size specifications.

AMERICAN BEEKEEPING FEDERATION
QUARTERLY

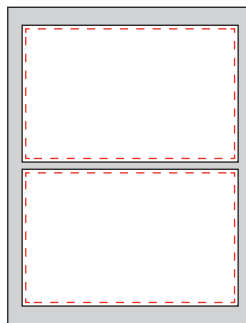
AD RATES: SEE PAGE 7

FULL-PAGE



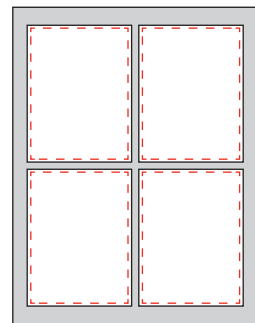
Trim Size: 7.375" x 9.75"
Live Area Size: 7.125" x 9.5"

HALF-PAGE



Trim Size: 7.375" x 4.75"
Live Area Size: 7.125" x 4.5"

QUARTER-PAGE



Trim Size: 3.5625" x 4.75"
Live Area Size: 3.3125" x 4.5"

2020 ADVERTISING INSERTION ORDER

PLEASE COMPLETE & RETURN TO

ABF Membership Manager Melissa Romsdahl: mromsdahl@abfnet.org

**By completing this insertion order, advertiser agrees to the advertising terms on page 8.*

CONTACT & BILLING INFORMATION*

Contact Name: _____ Company: _____

Address: _____

City: _____ State: _____ ZIP: _____ Country: _____

Phone: _____ Email: _____

Method of Payment: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Check

Credit Card Number: _____

Amount: _____ Expiration Date: _____ CVV Code: _____

Cardholder Name: _____

Billing Address: _____

Billing City: _____ State: _____ ZIP: _____ Country: _____

AD SELECTIONS

ABF Quarterly Magazine		Issue			
AD SIZE & LOCATION	RATE	SPRING / MARCH	SUMMER / MAY	FALL / AUGUST	WINTER / NOVEMBER
Inside Front Cover	\$600	SOLD	SOLD	SOLD	SOLD
Inside Back Cover	\$600	SOLD	SOLD	SOLD	SOLD
Outside Back Cover	\$600	SOLD	SOLD	SOLD	SOLD
Full-Page Within	\$450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half-Page Within	\$300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter-Page Within	\$175	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Federation Marketplace	\$100	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABF E-Buzz Newsletter		One Advertiser per Issue Sold on First-Come, First-Serve Basis									
RATE	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
\$100	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABF Membership Directory		Edition
AD SIZE & LOCATION	RATE	2020-2021
Inside Front Cover	\$600	<input type="checkbox"/>
Inside Back Cover	\$500	<input type="checkbox"/>
Full-Page Section Divider	\$500	<input type="checkbox"/>
Full-Page Within	\$350	<input type="checkbox"/>
Half-Page Within	\$250	<input type="checkbox"/>

ABF Conference & Tradeshow Program Guide		Edition
AD SIZE & LOCATION	RATE	2021
Outside Back Cover	\$1,000	<input type="checkbox"/>
Inside Front Cover	\$950	<input type="checkbox"/>
Inside Back Cover	\$950	<input type="checkbox"/>
Full-Page Section Divider	\$950	<input type="checkbox"/>
Full-Page Within	\$750	<input type="checkbox"/>
Half-Page Within	\$650	<input type="checkbox"/>
Quarter-Page Within	\$550	<input type="checkbox"/>

2020 ADVERTISING INSERTION ORDER

BUNDLE & SAVE!

Are you planning to advertise in all of the ABF publications this year? Check out the great bundle pricing below designed to maximize your company's marketing budget and exposure to America's beekeepers! Check a box to select bundle pricing.

OPPORTUNITY

ABF Quarterly
Federation Marketplace
ABF E-Buzz
ABF Membership Directory
ABF Conference Program

☐

PLATINUM BUNDLE

Full-Page Within: 4 Issues
Thirty-Word Listing: 4 Issues
Exclusive Banner: 4 Issues
Full-Page Section Divider
Full-Page Section Divider

BUNDLE RATE: \$3,150

BUNDLE SAVINGS: \$900

☐

GOLD BUNDLE

Full-Page Within: 4 Issues
Thirty-Word Listing: 4 Issues
Exclusive Banner: 3 Issues
Full-Page Section Divider
Full-Page Within

BUNDLE RATE: \$3,050

BUNDLE SAVINGS: \$700

OPPORTUNITY

ABF Quarterly
Federation Marketplace
ABF E-Buzz
ABF Membership Directory
ABF Conference Program

☐

SILVER BUNDLE

Half-Page Within: 4 Issues
Thirty-Word Listing: 4 Issues
Exclusive Banner: 2 Issues
Half-Page Within
Full-Page Within

BUNDLE RATE: \$2,200

BUNDLE SAVINGS: \$600

☐

BRONZE BUNDLE

Quarter-Page Within: 4 Issues
Thirty-Word Listing: 4 Issues
Exclusive Banner: 1 Issue
Half-Page Within
Half-Page Within

BUNDLE RATE: \$1,600

BUNDLE SAVINGS: \$500

ADVERTISING TERMS

Ad insertions are sold on a first-come, first-serve basis. First-time advertisers must submit pre-payment with the first insertion order to establish credit. ABF will invoice advertiser for subsequent insertions pursuant to the current rate schedule. Advertiser shall pay all invoices within thirty (30) days of the invoice date.

No ads will be published until ABF receives a completed insertion order.

ABF reserves the right to cancel any advertising at any time upon default by the advertiser in the payment of invoices or in the event of any other substantial breach of these terms by the advertiser. Upon such cancellation, charges for all advertising published and all other charges payable to ABF shall become immediately due and payable by the advertiser. ABF assumes no responsibility for alleged damages arising out of errors or omissions beyond the cost of the ad.

ABF E-PUZZ NEWSLETTER

ABOUT ABF E-PUZZ

Published monthly and emailed to all ABF members and sponsoring state organizations, ABF E-Buzz contains ABF updates, legislative news, event information, member features and useful beekeeping tips and tricks as well as updates from industry partners like the National Honey Board, the Bee Informed Partnership, Project apis m. and others. With an average open rate of 54% and click rate of 37%, this is a great way to regularly position your brand in front of our industry's decision makers.

Limited to one advertiser per issue, make a statement each month by sponsoring ABF E-Buzz and make sure your brand is the only one seen by the engaged audience of ABF's popular newsletter.

AD RATE: \$100 PER ISSUE

2020 PUBLISHING SCHEDULE

FEBRUARY

Content Due: January 27

MARCH

Content Due: February 28

APRIL

Content Due: March 23

MAY

Content Due: April 27

JUNE

Content Due: May 22

JULY

Content Due: June 22

AUGUST

Content Due: July 20

SEPTEMBER

Content Due: August 24

OCTOBER

Content Due: September 21

NOVEMBER

Content Due: October 26

DECEMBER

Content Due: November 16

DIGITAL SPECIFICATIONS

Please be advised that if your graphic does not adhere to the specifications below, you accept the risk it will not appear correctly in the final digital display. Please contact us at 720-616-4145 if you have questions regarding your graphic.

File Formats: JPG, PNG, GIF

Graphic Size: 630 px x 90 px

Graphic Quality: 72dpi minimum, 96dpi maximum



ABF MEMBERSHIP DIRECTORY

ABOUT THE ABF MEMBERSHIP DIRECTORY

Both a print and online membership directory are available to ABF members. The print membership directory is published in even years and is used by members for networking and by suppliers and buyers seeking sources and customers.

ARTWORK & PAYMENT DEADLINE: MARCH 16, 2020

PRINT SPECIFICATIONS

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- PDF files accepted if down sampling is turned off.
- Set up at 100%, no rotations.

Graphic Quality: High resolution, 300dpi.

- All images and colors must be converted to CMYK.
- All fonts must be embedded or converted to outlines.
- Do not place a black line or frame around ad.
- We can provide graphic design services for \$100/hour.

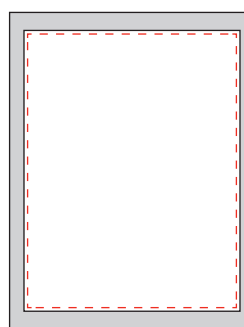
Bleeds: Trim and bleed marks should be included in file.

ADVERTISING RATES

Please refer to print specifications for ad sizes.

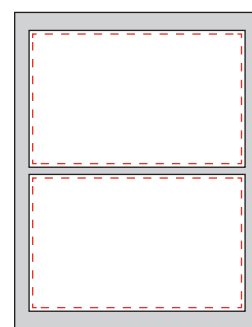
Inside Front Cover	\$600
Inside Back Cover	\$500
Full-Page Section Divider	\$400
Full-Page Within	\$350
Half-Page Within.....	\$250

FULL PAGE



Trim Size: 5.75" x 8.5"
Live Area Size: 4.5" x 7.25"
Bleed Size: 6" x 8.75"

HALF PAGE



Trim Size: 5.75" x 4.25"
Live Area Size: 4.5" x 3"
Bleed Size: 6" x 4.5"



ABF CONFERENCE & TRADESHOW

ABOUT THE ABF CONFERENCE & TRADESHOW

The ABF Conference & Tradeshow brings together more than 900 beekeepers and industry partners from across the U.S. and the world to learn about the best products and services for their operations, gain expertise in keeping bees and network with their peers and the biggest names in the industry. In addition to an informative program and dozens of commercial exhibits, the conference features the American Honey Show and the selection of the American Honey Queen and Princess, as well as other educational and social activities. No other annual event brings together this quantity and quality of vendors.

2021 PROSPECTUS AVAILABLE ONLINE: WWW.ABFNET.ORG/2021

WHY EXHIBIT?

If you provide products or services to the beekeeping industry, you can't afford to miss this tradeshow. Exhibiting at the ABF Conference & Tradeshow enables you to:

1. Meet face to face with decision makers to discuss, demonstrate and answer questions about your products or services.
2. Introduce new products or announce special promotions.
3. Broaden your contacts and develop new relationships with beekeepers and industry partners.
4. Leave with new customers, fresh leads and new-found respect for what the ABF can enable your company to accomplish.

SPONSORSHIPS

The ABF Conference & Tradeshow offers a variety of opportunities to increase your visibility and maximize your exposure during the event. If you have an idea for a unique sponsorship that is not listed in the event prospectus, we will be happy to customize something to meet your marketing objectives.

Sponsorships start at just \$250!

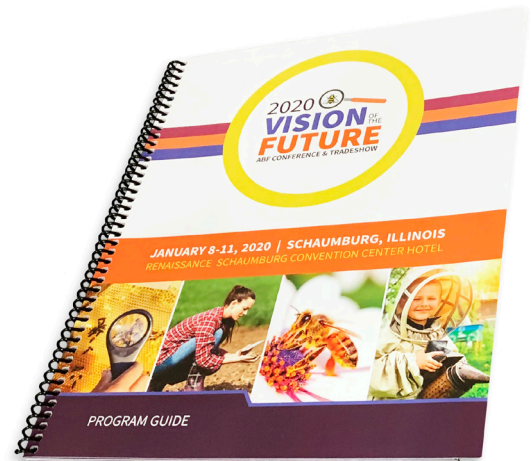
Please contact ABF Executive Director Molly Sausaman at msausaman@abfnet.org with questions about sponsorship availability or to create your own opportunity.



ABF CONFERENCE & TRADESHOW

CONFERENCE PROGRAM GUIDE

Hit your target market by putting your company's message into the hands of ABF Conference & Tradeshow participants. The conference program guide serves as a handy reference for attendees both during the conference and afterward. It contains the venue map, conference schedule and detailed descriptions of daily happenings.



ADVERTISING RATES

Please refer to print specifications for ad sizes.

Outside Back Cover.....	\$1,000
Inside Back Cover	\$950
Inside Front Cover	\$950
Full-Page Section Divider	\$950

Full-Page Within	\$750
Half-Page Within.....	\$650
Quarter-Page Within	\$550
Conference Bag Insert	\$300

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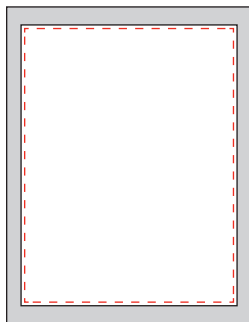
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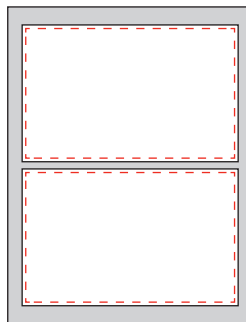
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FULL-PAGE



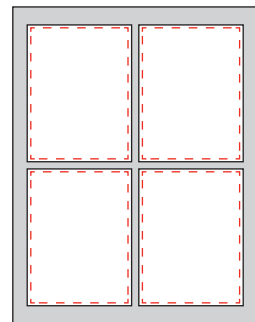
Trim Size: 7.9375" x 10.625"
Live Area Size: 7.6875" x 10.375"

HALF-PAGE



Trim Size: 7.9375" x 5.3125"
Live Area Size: 7.6875" x 5.0625"

QUARTER-PAGE



Trim Size: 3.9688" x 5.3125"
Live Area Size: 3.7188" x 5.0625"