



2022

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 1,300+ 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.

1,300+ MEMBERS

50 STATES

19 COUNTRIES

HOW TO REACH THE ABF COMMUNITY

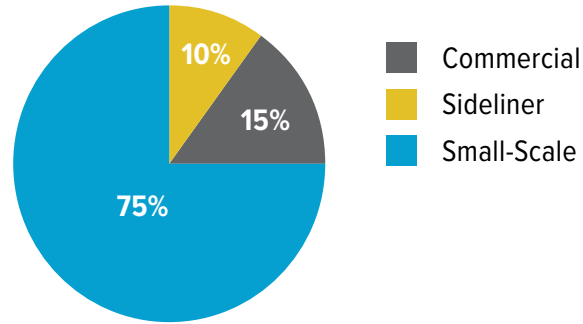
OPPORTUNITIES

ABF Quarterly
ABF E-Buzz
ABF Conference & Tradeshow
ABF Website

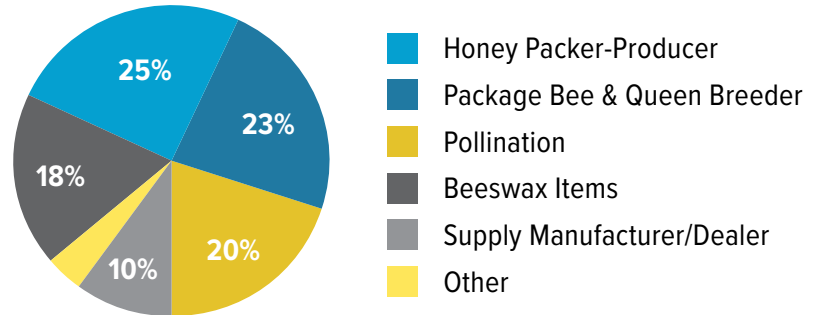
AUDIENCE

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

BEEKEEPING OPERATION SIZE



BUSINESS ACTIVITY



HOW TO REACH THE ABF COMMUNITY



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 32-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 59% and click rate of 34%, this is a great way to regularly position your brand in front of our industry's decision makers.

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. The ABF website is annually viewed by 80,000+ users and has more than 430,000 unique page views.

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 32-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.

2022 PUBLISHING SCHEDULE

SPRING

March Distribution
Content Due: January 28

SUMMER

May Distribution
Content Due: March 25

FALL

August Distribution
Content Due: June 24

WINTER

November Distribution
Content Due: September 23

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 info@abfnet.org 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.

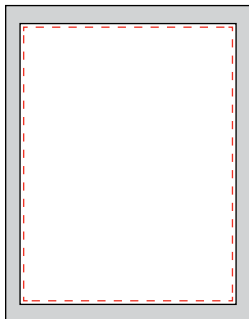
For the back cover, please contact the ABF for size specifications.

AMERICAN BEEKEEPING FEDERATION
QUARTERLY

AD RATES: SEE PAGE 7

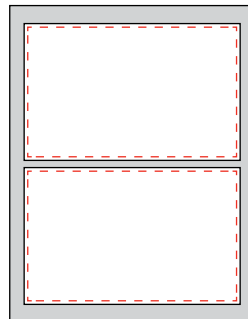


FULL-PAGE



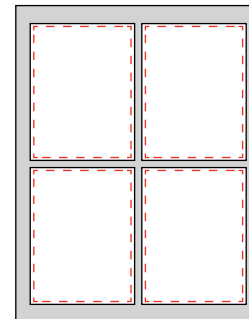
Trim Size: 7.375" x 9.75"
Live Area Size: 7.125" x 9.5"

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"

2022 ADVERTISING INSERTION ORDER

PLEASE COMPLETE & RETURN TO

info@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: _____

ABF QUARTERLY MAGAZINE

AD SIZE & LOCATION	RATE	SPRING / MARCH	SUMMER / MAY	FALL / AUGUST	WINTER / NOVEMBER
Inside Front Cover	\$600				
Inside Back Cover	\$600				
Outside Back Cover	\$600				
Full-Page Within	\$450				
Half-Page Within	\$300				
Quarter-Page Within	\$175				
Federation Marketplace	\$100				

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											

ABF CONFERENCE & TRADESHOW PROGRAM GUIDE

AD SIZE & LOCATION	RATE	2022
Outside Back Cover	\$1,000	
Inside Front Cover	\$950	
Inside Back Cover	\$950	
Full-Page Section Divider	\$950	

ABF CONFERENCE & TRADESHOW PROGRAM GUIDE

AD SIZE & LOCATION	RATE	2022
Full-Page Within	\$750	
Half-Page Within	\$650	
Quarter-Page Within	\$550	

2022 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	PLATINUM BUNDLE	GOLD BUNDLE
<i>ABF Quarterly</i>	Full-Page Within: 4 Issues	Full-Page Within: 4 Issues
Federation Marketplace	Thirty-Word Listing: 4 Issues	Thirty-Word Listing: 4 Issues
ABF E-Buzz	Exclusive Banner: 4 Issues	Exclusive Banner: 3 Issues
2022 ABF Conference Program	Full-Page Section Divider	Full-Page Within
	BUNDLE RATE: \$2,850	BUNDLE RATE: \$2,650
	BUNDLE SAVINGS: \$700	BUNDLE SAVINGS: \$600

OPPORTUNITY	SILVER BUNDLE	BRONZE BUNDLE
<i>ABF Quarterly</i>	Half-Page Within: 4 Issues	Quarter-Page Within: 4 Issues
Federation Marketplace	Thirty-Word Listing: 4 Issues	Thirty-Word Listing: 4 Issues
ABF E-Buzz	Exclusive Banner: 2 Issues	Exclusive Banner: 1 Issue
2022 ABF Conference Program	Full-Page Within	Half-Page Within
	BUNDLE RATE: \$2,050	BUNDLE RATE: \$1,450
	BUNDLE SAVINGS: \$500	BUNDLE SAVINGS: \$400

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-BUZZ NEWSLETTER

ABOUT ABF E-BUZZ

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 59% and click rate of 34%, 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

2022 PUBLISHING SCHEDULE

FEBRUARY

Content Due: January 26

MARCH

Content Due: February 23

APRIL

Content Due: March 23

MAY

Content Due: April 27

JUNE

Content Due: May 25

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 info@abfnet.org 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

The screenshot shows the top portion of the ABF E-Buzz newsletter. At the top right, there is a link: "VIEW THIS EMAIL AS A SINGLE PAGE". Below this is the "e-buzz" logo in a stylized font, with a bee icon integrated into the letter 'z'. To the right of the logo is the text "a monthly publication of the american beekeeping federation".

The main content area is titled "In This Issue: February 2020". It features two columns of bullet points listing the contents of the issue:

- Welcome to ABF E-Buzz
- ABF President & Vice President
- President's Greeting
- Government Relations
- 2021 ABF Conference Location
- Honey Queen Buzz
- Kids and Bees
- National Honey Board Update
- Webinar of the Month
- Recruitment
- ABF Welcomes New Members
- Recipe of the Month

Below the list is a button that says "Click Here to View the Full Version of E-Buzz!".

Below the button is a section for a "SPONSORED AD". It features a large blue box with the text "YOUR ADVERTISEMENT HERE".

Below the ad section is a "Welcome to ABF E-Buzz" section. It includes a photo of Tim Tucker, Past President and ABF E-Buzz Editor. The text reads: "Another great year has come and gone. And along with it another ABF Conference & Tradeshow!"

The text continues: "I wish we would have been able to stay for the entire conference, but the few days we were here was a wonderful time. It's always great to see old friends and to be around a trusted beekeeper. We saw plenty of new bees to get acquainted with this year. Our management team at Meeting Experiences did a great job as usual, and the registration team were great too. The registration process went very quickly for us, and I never saw more than a couple of people waiting. The facility was wonderful, and I hope the vendors felt like they had a great show as well."

Below this is another paragraph: "All of the speakers we had a chance to listen to all were very informative, and Dr. Samuel Ramsey was a real delight to listen to this year. His talk on the Tropilaela mite and studies to improve treatments for them was enlightening. The various available treatments seem to be getting as to how effective they are. One promising treatment process is heat. It seems that if the colony can be heated to 104 degrees, that it kills the mites but does not harm the bees that much. I have heard of this method of treatment before, and it does seem to have promise for right for... Read more."

At the bottom of the newsletter, there is a section for "Contribute Content to ABF E-Buzz: Email Tim Tucker at tjtucker@abfnet.org".

Below this is a "President's Greeting" section. It includes a photo of Jean Guener, ABF President. The text reads: "Welcome to the ABF E-Buzz of 2020! ABF's Annual Conference & Tradeshow was a huge success. Schaumburg, Illinois, proved to be a beautiful facility with plenty of opportunities for excellence in our industry. I hope you all enjoyed it as much as I did."

The text continues: "First, I would like to thank our Past President Tim Guener for all the excellent work he has done for the ABF. Your leadership and guidance are greatly appreciated."

Below this is another paragraph: "I would like to welcome Dan Weller, our new Vice President. He has the ground running and is excited to serve the beekeeping membership."

Below this is another paragraph: "All the Annual Conference & Tradeshow, the speakers brought new ideas and vitality to our membership by covering a variety of topics important to the beekeeping industry. The keynote speakers each had a different message to deliver to our members. Dr. Samuel Ramsey brought a message about Tropilaela, Rip Clark and Pamela Dr. Jonathan's enlighten spoke to "Crop Production, Honey Bees and What We Can Do about It". Dr. Mary Reuter's talk was on "Bees and Peridom: What's New and Old". All three keynote speakers were very informative and enlightening."

Below this is another paragraph: "I would like to congratulate our new American Honey Queen Mary Reinger. Mary hails from Texas and... Read more."

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.

REVIEW THE PAST ABF CONFERENCE & TRADESHOW AT: WWW.ABFNET.ORG/2022

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, we will be happy to customize something to meet your marketing objectives.

Sponsorships start at just \$250!

Please contact info@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	Full-Page Within	\$750
Inside Back Cover	\$950	Half-Page Within.....	\$650
Inside Front Cover.....	\$950	Quarter-Page Within.....	\$550
Full-Page Section Divider.....	\$950	Conference Bag Insert	\$300

PRINT SPECIFICATIONS

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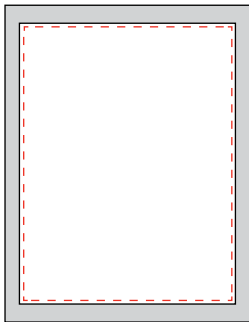
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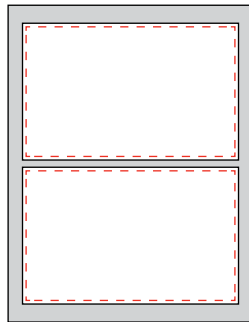
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- All fonts must be embedded or converted to outlines.
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- We can provide graphic design services for \$100/hour.

FULL-PAGE



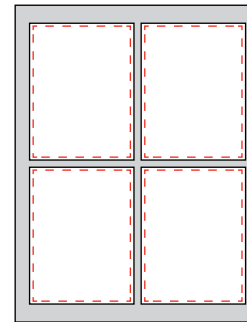
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Live Area Size: 7.6875" x 10.375"

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"

SAVE THE DATE

**2023 American
Beekeeping
Federation
Conference &
Tradeshow**
January 4 - 8, 2023



**CONFERENCE
& TRADESHOW 2023**

Hyatt Regency
Jacksonville Riverfront
225 East Coastline Drive
Jacksonville, FL 32202