2024
MEDIA KIT & OPPORTUNITIES GUIDE
WHY ADVERTISE WITH ABF?

ABOUT ABF
For more than 80 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

Reserve your opportunity! Contact abfnet.org@gmail.com
WHO IS THE ABF?

ABOUT ABF MEMBERS
ABF is made up of 900+ 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.

900+ MEMBERS
50 STATES
7 COUNTRIES

BEKEEPING OPERATION SIZE

- 75% Small-Scale
- 15% Sideliner
- 10% Commercial

BUSINESS ACTIVITY

- 23% Honey Packer-Producer
- 25% Package Bee & Queen Breeder
- 18% Pollination
- 10% Beeswax Items
- 20% Supply Manufacturer/Dealer
- 10% Other

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

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ABF ADVANTAGE PROGRAM

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.
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!

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 Committee Amanda Wooten at abfnet.org@gmail.com for participation details and logistics information.
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.

2024 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
<th>WINTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>March Distribution</td>
<td>June Distribution</td>
<td>September Distribution</td>
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<tr>
<td>Content Due: March 15</td>
<td>Content Due: May 31</td>
<td>Content Due: August 23</td>
<td>Content Due: November 22</td>
</tr>
</tbody>
</table>

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 abfnet.org@gmail.com 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.

Bleed Requirements: Trim and bleed marks should be included in file.
For the back cover, please contact the ABF for size specifications.

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"
# 2024 Advertising Insertion Order

**Please complete & return to**
abfnet.org@gmail.com

**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:** __________________________

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## ABF Quarterly Magazine

<table>
<thead>
<tr>
<th>AD Size &amp; Location</th>
<th>Rate</th>
<th>Spring / March</th>
<th>Summer / May</th>
<th>Fall / August</th>
<th>Winter / November</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$650</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Outside Back Cover</td>
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<tr>
<td>Full-Page Within</td>
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## ABF E-Buzz Newsletter

*One Advertiser per Issue Sold on First-Come, First-Serve Basis*

<table>
<thead>
<tr>
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<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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## ABF Conference & TradeShow Program Guide

<table>
<thead>
<tr>
<th>AD Size &amp; Location</th>
<th>Rate</th>
<th>2024</th>
<th>2024</th>
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</thead>
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<tr>
<td>Inside Front Cover</td>
<td>$950</td>
<td>[ ]</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$950</td>
<td>[ ]</td>
<td></td>
</tr>
<tr>
<td>Full-Page Section Divider</td>
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**Contact & Billing Information**

- **Contact Name:** __________________________  **Company:** __________________________
- **Address:** ____________________________________________
- **City:** __________________________  **State:** ______  **ZIP:** _____________  **Country:** __________________________
- **Phone:** __________________________  **Email:** __________________________

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- [ ] Visa  [ ] MasterCard  [ ] American Express  [ ] Discover  [ ] Check

**Credit Card Number:** __________________________

**Amount:** __________________________  **Expiration Date:** __________________________  **CVV Code:** __________________________

**Cardholder Name:** __________________________

**Billing Address:** ____________________________________________

**Billing City:** __________________________  **State:** ______  **ZIP:** _____________  **Country:** __________________________

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**ABF Conference & TradeShow Program Guide**

<table>
<thead>
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<th>AD Size &amp; Location</th>
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<th>2024</th>
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</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Half-Page Within</td>
<td>$650</td>
<td>[ ]</td>
</tr>
<tr>
<td>Quarter-Page Within</td>
<td>$550</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
**BUNDLE & SAVE!**
Are you planning to advertise in all 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.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PLATINUM BUNDLE</th>
<th>GOLD BUNDLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABF Quarterly</strong></td>
<td>Full-Page Within: 4 Issues</td>
<td>Full-Page Within: 4 Issues</td>
</tr>
<tr>
<td>ABF E-Buzz</td>
<td>Exclusive Banner: 4 Issues</td>
<td>Exclusive Banner: 3 Issues</td>
</tr>
<tr>
<td>2024 ABF Conference Program</td>
<td>Full-Page Section Divider</td>
<td>Full-Page Within</td>
</tr>
<tr>
<td><strong>BUNDLE RATE:</strong> $3,000</td>
<td><strong>BUNDLE SAVINGS:</strong> $950</td>
<td><strong>BUNDLE SAVINGS:</strong> $800</td>
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<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>SILVER BUNDLE</th>
<th>BRONZE BUNDLE</th>
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<tbody>
<tr>
<td><strong>ABF Quarterly</strong></td>
<td>Half-Page Within: 4 Issues</td>
<td>Quarter-Page Within: 4 Issues</td>
</tr>
<tr>
<td>ABF E-Buzz</td>
<td>Exclusive Banner: 2 Issues</td>
<td>Exclusive Banner: 1 Issue</td>
</tr>
<tr>
<td>2024 ABF Conference Program</td>
<td>Full-Page Within</td>
<td>Half-Page Within</td>
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<tr>
<td><strong>BUNDLE RATE:</strong> $2,350</td>
<td><strong>BUNDLE SAVINGS:</strong> $600</td>
<td><strong>BUNDLE SAVINGS:</strong> $400</td>
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**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.
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

2024 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Content Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>February 23</td>
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<tr>
<td>MARCH</td>
<td>March 15</td>
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<td>APRIL</td>
<td>April 19</td>
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<td>MAY</td>
<td>May 17</td>
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<tr>
<td>JUNE</td>
<td>June 21</td>
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<tr>
<td>JULY</td>
<td>July 19</td>
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<tr>
<td>AUGUST</td>
<td>August 16</td>
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<tr>
<td>SEPTEMBER</td>
<td>September 20</td>
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<tr>
<td>OCTOBER</td>
<td>October 18</td>
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<tr>
<td>NOVEMBER</td>
<td>November 15</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>December 20</td>
</tr>
</tbody>
</table>

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 abfnet.org@gmail.com 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

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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:
https://abfnet.org/2024-abf-conference-frame/

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 Regina Robuck at partnershiprelations@abfnet.org with questions about sponsorship, availability or to create your own opportunity.
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   |

PRINT SPECIFICATIONS
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- **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.

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"
SAVE THE DATE

2025 American Beekeeping Federation Conference & Tradeshow

January 7 – 11, 2025

Peppermill Resort Spa Casino
2707 South Virginia Street
Reno, Nevada  89502