



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

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

HOW TO REACH THE ABF COMMUNITY

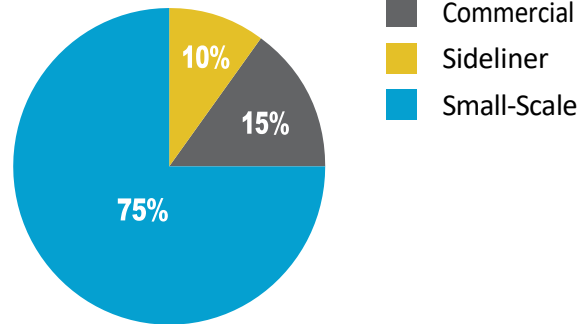
OPPORTUNITIES

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

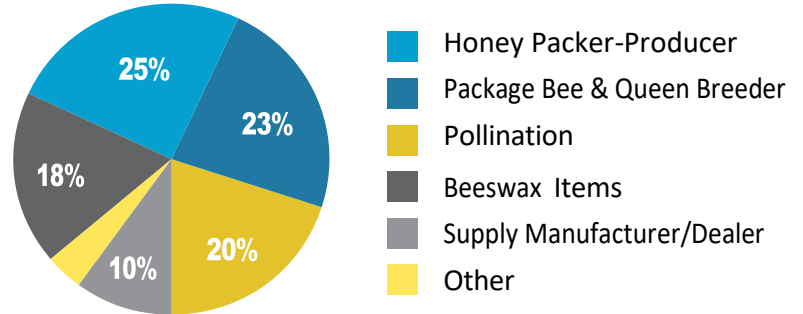
AUDIENCE

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 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.

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

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.

2024 PUBLISHING SCHEDULE

SPRING

March Distribution
Content Due: March 15

SUMMER

June Distribution
Content Due: May 31

FALL

September Distribution
Content Due: August 23

WINTER

December Distribution
Content Due: November 22

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.

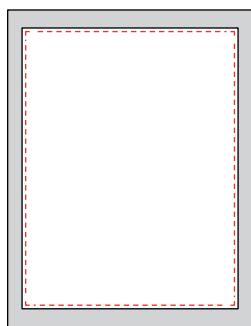
For the back cover, please contact the ABF for size specifications.

AMERICAN BEEKEEPING FEDERATION QUARTERLY

AD RATES: SEE PAGE 7

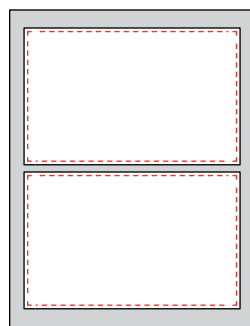


FULL-PAGE



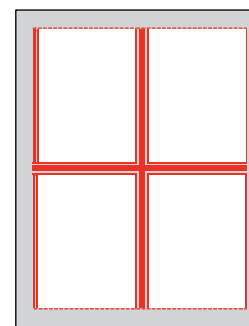
Trim Size: 7.375" x 9.75"
Live Area Size: 7.125" x 9.5"

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"

2024 ADVERTISING INSERTION ORDER

PLEASE COMPLETE & RETURN TO

abfnet.org@gmail.com

**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	\$650	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover	\$650	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside Back Cover	\$650	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full-Page Within	\$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half-Page Within	\$350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter-Page Within	\$200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Federation Marketplace	\$150	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABF E-BUZZ NEWSLETTER <small>One Advertiser per Issue Sold on First-Come, First-Serve Basis</small>											
RATE	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
\$100											

ABF CONFERENCE & TRADESHOW PROGRAM GUIDE		
AD SIZE & LOCATION	RATE	2024
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"/>

ABF CONFERENCE & TRADESHOW PROGRAM GUIDE		
AD SIZE & LOCATION	RATE	2024
Full-Page Within	\$750	<input type="checkbox"/>
Half-Page Within	\$650	<input type="checkbox"/>
Quarter-Page Within	\$550	<input type="checkbox"/>

2024 ADVERTISING INSERTION ORDER

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.

OPPORTUNITY <i>ABF Quarterly</i>	<input type="checkbox"/> PLATINUM BUNDLE Full-Page Within: 4 Issues	<input type="checkbox"/> GOLD BUNDLE 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
2024 ABF Conference Program	Full-Page Section Divider	Full-Page Within
	BUNDLE RATE: \$3,000 BUNDLE SAVINGS: \$950	BUNDLE RATE: \$2,850 BUNDLE SAVINGS: \$800

OPPORTUNITY <i>ABF Quarterly</i>	<input type="checkbox"/> SILVER BUNDLE Half-Page Within: 4 Issues	<input type="checkbox"/> BRONZE BUNDLE 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
2024 ABF Conference Program	Full-Page Within	Half-Page Within
	BUNDLE RATE: \$2,350 BUNDLE SAVINGS: \$600	BUNDLE RATE: \$1,750 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

2024 PUBLISHING SCHEDULE

FEBRUARY

Content Due: February 23

MARCH

Content Due: March 15

APRIL

Content Due: April 19

MAY

Content Due: May 17

JUNE

Content Due: June 21

JULY

Content Due: July 19

AUGUST

Content Due: August 16

SEPTEMBER

Content Due: September 20

OCTOBER

Content Due: October 18

NOVEMBER

Content Due: November 15

DECEMBER

Content Due: December 20

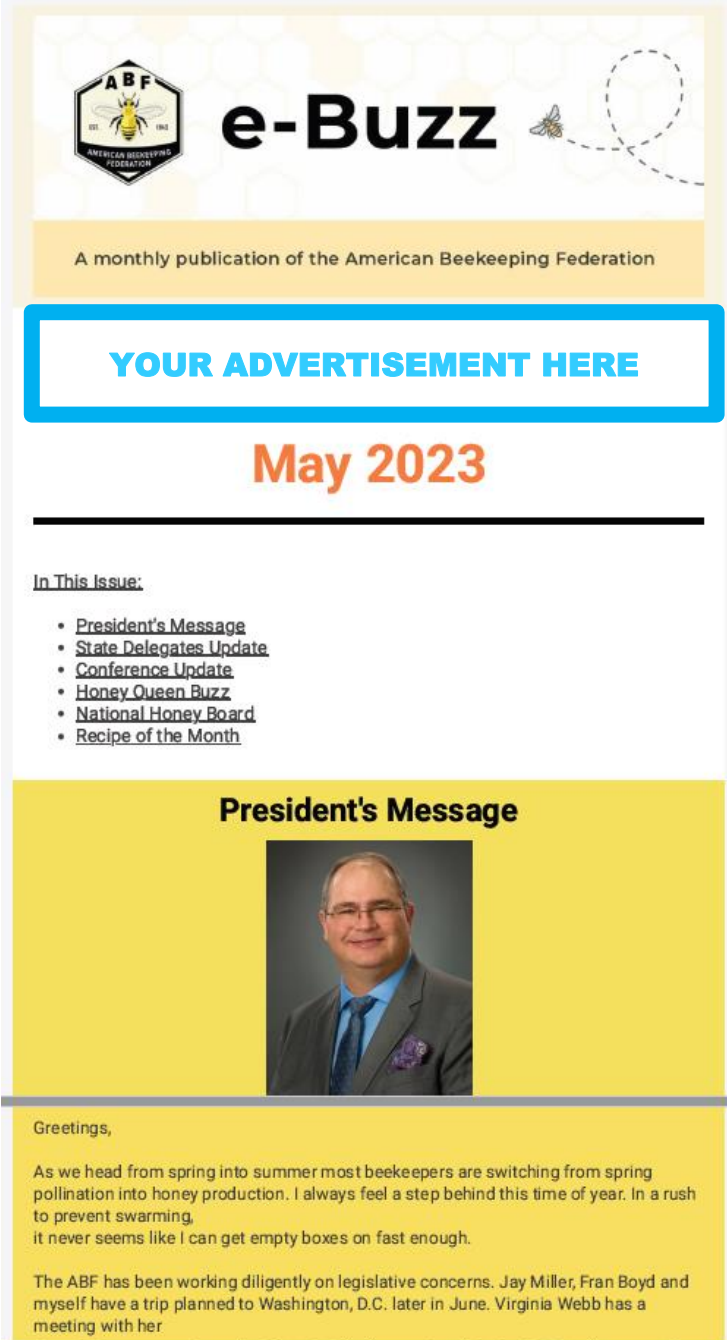
DIGITAL SPECIFICATIONS

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



The image shows a template for the ABF E-Buzz newsletter. At the top left is the ABF logo (American Beekeeping Federation) featuring a bee. To its right is the text 'e-Buzz' in a large, bold, black font, with a small bee icon and a dashed line trailing off to the right. Below this is a yellow banner with the text 'A monthly publication of the American Beekeeping Federation'. A large blue-bordered box contains the text 'YOUR ADVERTISEMENT HERE'. Below that, the date 'May 2023' is displayed in a large, orange font. A horizontal line separates the date from the 'In This Issue:' section, which lists several articles with blue links: 'President's Message', 'State Delegates Update', 'Conference Update', 'Honey Queen Buzz', 'National Honey Board', and 'Recipe of the Month'. Below the list is a yellow box titled 'President's Message' containing a portrait of a man in a suit and glasses. At the bottom, the text 'Greetings,' is followed by a paragraph of text: 'As we head from spring into summer most beekeepers are switching from spring pollination into honey production. I always feel a step behind this time of year. In a rush to prevent swarming, it never seems like I can get empty boxes on fast enough.' Below this is another paragraph: 'The ABF has been working diligently on legislative concerns. Jay Miller, Fran Boyd and myself have a trip planned to Washington, D.C. later in June. Virginia Webb has a meeting with her'.

ABF CONFERENCE & TRADESHOW

ABOUT THE ABF CONFERENCE & TRADESHOW

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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.



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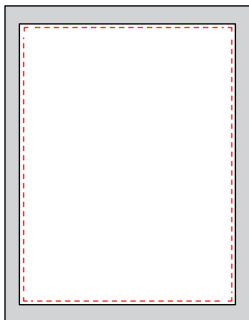
File Format: PDF/X-1a in Adobe Acrobat.

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

Graphic Quality: High resolution, 300dpi.

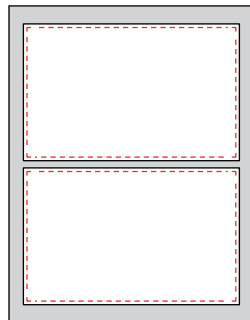
- All images and colors must be converted to CMYK.
- All fonts must be embedded or converted to outlines.
- Do not place a black line or frame around ad.
- We can provide graphic design services for \$100/hour.

FULL-PAGE



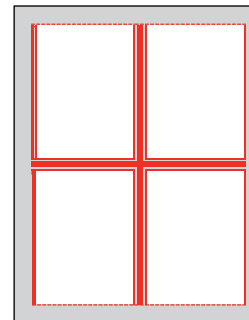
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Live Area Size: 7.6875" x 10.375"

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

2025 American
Beekeeping
Federation
Conference &
Tradeshow

January 7 – 11, 2025



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