

# Print and digital advertising

Are you trying to reach Delmarva's chicken community to market products or services? Our advertising options let you connect with our more than 1,600 members.

**Any DCA member whose dues payment in the year the ad will appear is at least \$150 is eligible to submit advertising.**



*Educate. Advocate. Innovate.*

## PRINT & ONLINE MAGAZINE

For 2022, we're combining our two newsletters — *DCA in Action* and *Timely Topics* — to produce an all-new, high-quality, glossy, bimonthly magazine that covers news and issues relevant to the chicken industry, profiles DCA members making a difference, and calls our members to action so their voices can influence policy or legislation. Mailed to members and digitally published at [dcachicken.com](http://dcachicken.com). **Circulation: 1,900**

The magazine is published six times a year, in February, April, June, August, October and December. Advertisers are billed after publication. The PDF format is preferred for ad images; JPEG format is also accepted. Ad placement is at the sole discretion of Delmarva Chicken Association.

Quarter-page: 3.5" wide, 4.625" tall | **\$125**

Half-page: 7.5" wide, 4.625" tall **or** 3.5" wide, 9.5" tall | **\$200**

Full page: 7.5" wide, 9.5" tall | **\$400**

**February issue** ads are due Jan. 31.

**April issue** ads are due March 31.

**June issue** ads are due May 31.

**August issue** ads are due July 31.

**October issue** ads are due Sept. 30.

**December issue** ads are due Nov. 30.

## E-NEWSLETTER

Weekly email with news, events, videos, photos, and research findings relevant to the chicken community.

**Circulation: 1,000**

**Open rate: 31 percent**

**CTR: 2.5 percent**

Each message displays a linkable, horizontal banner ad, 564 by 141 pixels (4:1) in size.

Space reservations are available through the end of the calendar year.

Four placements | **\$300**



**Sell. Buy. Move. Apply.**

**litr.**

Your poultry litter link  
Connecting those who have litter  
with those who want it.

[CLICK TO LEARN MORE](#)

**Submit all ads to James Fisher, communications manager: [fisher@dcachicken.com](mailto:fisher@dcachicken.com)**

**Questions? Email James or call him at 302-500-2223.**