

Media kit: print and digital

Are you a DCA member 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. **Advertising placement is available to any DCA member whose dues payment in the year the ad will appear is at least \$150.**



Educate. Advocate. Innovate.

DCA IN ACTION

Print + PDF

Our all-member newsletter, covering news and issues relevant to the chicken industry. Mailed to members and digitally published at dcachicken.com.

Circulation: Approx. 1,600

DCA in Action and **Timely Topics** are each published four times a year, for eight total issues. Advertisers are billed after issues are published. PDF format is preferred; JPEG format is also accepted. Ad placement is at the sole discretion of Delmarva Chicken Association.

Quarter-page: 3.5" wide, 4.625" tall | **\$75**

Half-page: 7.5" wide, 4.625" tall or 3.5" wide, 9.5" tall | **\$150**

Full page: 7.5" wide, 9.5" tall | **\$300**

Buy seven ads in a calendar year and the eighth ad is free.

February DCA in Action ads due Jan. 31.

March Timely Topics ads due Feb. 28.

May DCA in Action ads due April 30.

June Timely Topics ads due May 31.

August DCA in Action ads due July 31.

September Timely Topics ads due August 31.

November DCA in Action ads due October 31.

December Timely Topics ads due Nov. 30.

TIMELY TOPICS

Print + PDF

A newsletter targeted to chicken growers, with advice and news to help them be more successful. Mailed to grower members and digitally published at dcachicken.com.

Circulation: Approx. 1,100

CHICKEN CHATTER

Digital

Weekly email with timely news, DCA's messages, and research findings in the chicken industry. Members who share their email addresses with DCA receive it.

Circulation: Approx. 1,000

Open rate: 31 percent

CTR: 2.5 percent

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

Cost is \$300 for 4 weeks.

Place a half-page or full-page print ad combined with a digital ad, and the digital ad rate drops to **\$250**.

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

Submit all ads to James Fisher, communications manager: fisher@dcachicken.com

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