

APG Quarterly and APG eNews Advertising Rate Sheet

Advertise with the world's largest association of professional genealogists

Reach a highly influential and diverse membership of more than 2,000 members worldwide:

- Genealogical leaders
- Up-and-coming researchers
- Sole proprietorships
- Small businesses
- Employees of large genealogical companies
- Librarians, archivists, and historians
- Members in more than 40 countries (80% U.S. / 20% International)

APG Quarterly (APGQ)

All prices US Dollars

Size – all ads color or grayscale	1X	2X	3X	4X
Full Page Outside Back Cover 8.5" x 11" with .125" bleed	\$520	\$989	\$1,400	\$1,765
Full Page Inside Back Cover 8.5" x 11" with .125" bleed	\$455	\$860	\$1,220	\$1,535
Full Page Standard 7.25" x 9"	\$395	\$745	\$1,060	\$1,335
1/2 Page Inside Back Cover Horizontal only: 7.25" x 4.5"	\$260	\$495	\$700	\$880
1/2 Page Inside Standard Horizontal only: 7.25" x 4.5"	\$225	\$430	\$610	\$765
1/3 Page Square Limited quantity: 4.5" x 4.5"	\$140	\$265	\$370	\$470

APG eNews.

All prices US Dollars

Size – all ads color or grayscale	1X	3X	6X	12X
1/2 Page 7.8" x 4.8" - minimum 748 x 462 pixels (ratio of 1 : 1.61)	\$130	\$380	\$695	\$1,200
1/3 Page (column) 9.3" x 2.5" - minimum 890 x 242 pixels (ratio of 1 : 3.65)	\$100	\$300	\$550	\$1,000

Bonus: 10% off half page ad in 3+ eNews issues with full or 1/2 page APGQ insertions.

APG Quarterly (APGQ) Deadlines

Issue	Order Due*	Artwork Due*
March	1 December	28 December
June	1 March	28 March
September	1 June	28 June
December	1 September	28 September

*If the due date falls on a weekend or holiday, the order/artwork is due the previous business day.

Artwork Requirements - APGQ

- Submit ads as PDFs
- Embed all fonts & images
- Minimum font size: 10 pt.

eNews Deadlines

Publication	1st week of the month
Order	10th of the prior month
Artwork	20th of the prior month

Artwork Requirements - eNews

- Submit ads as PDFs
- Embed all fonts & images
- Minimum font size: 10 pt.

Contact: Pamela Israel at admgr@apgen.org

- Interior ad placement is subject to layout editor's design requirements
- Borders will separate ads located on the same page
- All advertisements must meet the APG criteria for quality of design and typesetting
- APG reserves the right to refuse any advertisement
- No advertisement will be accepted or reserved until full payment is received