

## 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
<b>Full Page Outside Back Cover</b> 8.5" x 11" with .125" bleed	\$520	\$989	\$1,400	\$1,765
<b>Full Page Inside Back Cover</b> 8.5" x 11" with .125" bleed	\$455	\$860	\$1,220	\$1,535
<b>Full Page Standard</b> 7.25" x 9"	\$395	\$745	\$1,060	\$1,335
<b>1/2 Page Inside Back Cover</b> Horizontal only: 7.25" x 4.5"	\$260	\$495	\$700	\$880
<b>1/2 Page Inside Standard</b> Horizontal only: 7.25" x 4.5"	\$225	\$430	\$610	\$765
<b>1/3 Page Square</b> 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
<b>1/2 Page</b> 7.8" x 4.8" = minimum 748 x 462 pixels (ratio of 1 : 1.61)	\$130	\$380	\$695	\$1,200
<b>1/3 Page (column)</b> 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/Artwork Due
March	1 December
June	1 March
September	1 June
December	1 September

### Artwork Requirements - APGQ

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

### eNews Deadlines

<b>Publication</b>	1st week of the month
<b>Order</b>	10th of the prior month
<b>Artwork</b>	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](mailto: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