

APG QUARTERLY

The *APG Quarterly* (APGQ), published since 1979, is a **digital-only quarterly journal** featuring articles relevant to professionals within the genealogy community, as well as those interested in becoming genealogy professionals.

Members have access to more than 40 years of issues of APGQ on apgen.org along with a searchable index.



75%

OF MEMBERS SAY APG QUARTERLY IS AN IMPORTANT/MOST IMPORTANT BENEFIT OF MEMBERSHIP*



59%

AVERAGE OPEN RATE OF APG QUARTERLY EMAILS**



WHAT MEMBERS SAY ABOUT APGQ:*

"I find many of the articles very practical to being a successful genealogist especially in building business skills."

"I appreciate the discussions on emerging issues and technologies or creative usage of platforms."

"Excellent articles to aid fledgling professionals! Tips and tricks abound."

* Responses from 2025 APG Member Survey

**Average open rate for the year between September 2024 – September 2025

APG QUARTERLY ADVERTISING

- All APGQ advertisers appear in the new Advertisers Index in each issue. **NEW**
- Advertisements can be linked to the URL of your choice.

APG Quarterly Advertisement Pricing		ALL PRICES US DOLLARS			
		1X	2X	3X	4X
Full Page (First Half of Issue)		\$395	\$745	\$1,060	\$1,335
Full Page (Second Half of Issue)		\$350	\$670	\$950	\$1,200
1/2 Page (First Half of Issue)		\$225	\$430	\$610	\$765
1/2 Page (Second Half of Issue)		\$200	\$385	\$545	\$690

APG Quarterly 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

BONUS OFFER!

Get 10% off half page ad in three or more issues of APG eNews with APG Quarterly insertions.

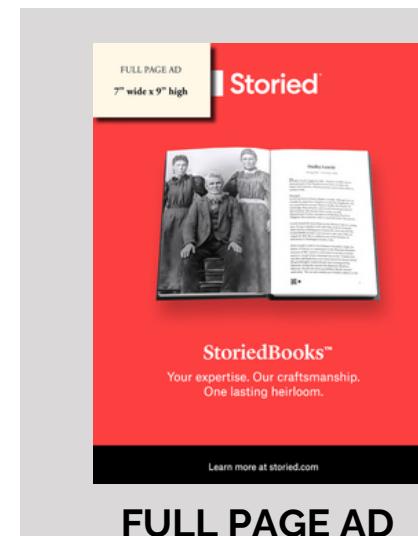
**If the due date falls on a weekend or holiday, the order/artwork is due the previous business day.*

APG QUARTERLY ARTWORK REQUIREMENTS

- **Submit ads as high-resolution PDFs**
- All ads grayscale or color
- Embed all fonts & images
- Minimum font size: 10 pt.
- 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

APG Quarterly Ad Sizes

SIZE	DIMENSIONS
Full Page	7" x 9"
Half Page	5.55" x 3.5"



FULL PAGE AD

A half-page advertisement for Vivid-Pix. The ad is 5.55" wide x 3.5" high. It features a red background with a black and white photograph of a woman. The text "Generalist" is at the top left, and "VIVID-PIX" is at the top right. The text "Receiving DNA test results can be a mind-blowing experience, or it could simply confirm what we already suspected. Jenny Reaven is a dedicated professional in the genealogical field, and she is a pioneer in the use of DNA for research, writing, and genealogy. She is a frequent speaker at the Connecticut Society of Genealogists, Jenny shares her knowledge and passion for genealogy and DNA testing. A tech enthusiast, she is active across social media, writing content for genealogy websites, and sharing her knowledge through her blog, 'Becoming a Compassionate Generalist'." is in the center. A call-to-action "Learn more at vividpix.com" is at the bottom. A "HALF PAGE AD" label with dimensions "5.55" wide x 3.5" high" is in the top left corner.

HALF PAGE AD