

# APG ENEWS

The monthly *APG eNews* connects members with timely information about relevant issues and recent trends in the world of professional genealogy. In addition to member and Association news, the *eNews* includes learning and career opportunities and calls for proposals. The *eNews* is delivered to members via email on the first of each month.

The three most recent issues are publicly available at [apgen.org](http://apgen.org). APG members have access to all back issues in the members-only area of the website.



**59%**  
AVERAGE OPEN RATE OF  
APG ENEWS EMAILS\*

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

\* Responses from 2025 APG Member Survey



## APG eNEWS REDesign COMING IN APRIL 2026

### WHAT MEMBERS SAY ABOUT ENEWS:\*

**72%** say that *eNews* is an important benefit of membership

**52%** say they read almost every issue (10-12 issues/year)

# APG ENEWS ADVERTISING

- Advertisements can be linked to the URL of your choice.

APG eNews Ad Sizes	ALL PRICES US DOLLARS			
	1X	3X	6x	12X
<b>1/2 Page</b>	\$130	\$380	\$695	\$1,200
<b>1/3 Page (column)</b>	\$100	\$300	\$550	\$1,000

## APG 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

## BONUS OFFER!

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

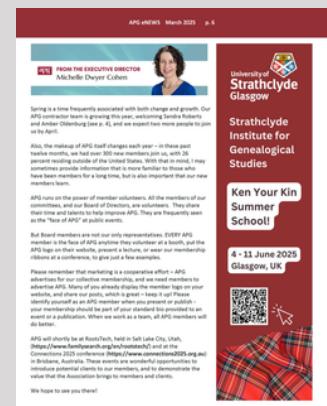
# APG ENEWS ARTWORK REQUIREMENTS

- **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

SIZE	DIMENSIONS
<b>Half Page</b>	7.8" x 4.8" = minimum 748 x 462 pixels (ratio of 1 : 1.61)
<b>1/3 Page</b>	9.3" x 2.5" = minimum 890 x 242 pixels (ratio of 1 : 3.65)



HALF PAGE AD



1/3 PAGE AD