

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. 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
1/2 Page	\$130	\$380	\$695	\$1,200
1/3 Page (column)	\$100	\$300	\$550	\$1,000

APG eNews Deadlines

Publication	1st week of the month
Order	10th of the prior month
Artwork	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
Half Page	7.8" x 4.8" = minimum 748 x 462 pixels (ratio of 1 : 1.61)
1/3 Page	9.3" x 2.5" = minimum 890 x 242 pixels (ratio of 1 : 3.65)



HALF PAGE AD



1/3 PAGE AD