MARYLAND
SHEEP & WOOL
FESTIVAL

## Advertise in the 2011 Maryland Sheep & Wool Festival Catalog and Web Site

**Standard Display Advertising Rates for the Catalog:**

| Size | W X H | Cost |
|---|---|---|
| Inside Cover | 4 ½" x 7 ½" | $450 |
| Full Page | 4 ½" x 7 ½" | $200 |
| ½ Page | 4 ½" x 3 ¾" | $150 |
| ¼ Page Horizontal | 4 ½" x 1 ¾" | $115 |
| ¼ Page Vertical | 2 ¼" x 3 ¾" | $115 |
| Patron Listing | Name & Address | $25 |

For catalog ads, digital files at 300 dpi are required. Submit PDF with fonts embedded or TIF, jpg, or eps printer-ready digital files on a CD labeled with your business name. Print a hard copy for our reference. Word files will not be accepted. Non-digital ads must be printed on white paper with black ink. Do not fold the ad. *All ads must meet exact size specifications and require no additional work.*

A patron ad, your name listed in the catalog as a sponsor, costs just $25 and is a great way to support the Festival.

**Web Advertising at www.sheepandwool.org:**

Advertise at www.sheepandwool.org for $100 per calendar year plus a new art charge of $12 (includes a free link to your website.) For web ads, please submit an additional disk with a hard copy, this can be in full color. Be sure to include your site domain name if you wish us to link to your web site. jpg file format only, 72 dpi preferred. If the graphic is larger than 600 pixels wide, it will be scaled to fit.

**Web Vendor Link:**

Our Vendor Locator List is one of the most popular "hits" on our web site. Your booth space automatically puts you on this list, but for an additional $50, we will create an automatic link to your website or your web ad on our site.

If you would like us to prepare your catalog ad or web ad, or make revisions to your existing advertisement, layout services are available beginning at a minimum of $50. If you have any questions, or want a quote on producing catalog or web ads, please **email Carol Riley at office@sheepandwool.org**.

MARYLAND
SHEEP & WOOL
FESTIVAL

## Advertising Deadline: January 1, 2011

**There is a $50 late fee for ads received after January 1, ads may not be included after January 15**

Name _____

Business Name _____

Domain Name _____

Address _____

City _____ State _____ Zip_____

Email _____

Phone number _____

Catalog Ad: Size _____ $ _____

Inside Cover $450, Full $200, ½ $150, ¼ Horiz $115, ¼ Vert $115

*Details on opposite page* ☐ Existing art ☐ New art

Annual Web Ad ($100 + $12 new art fee): $ _____

☐ Renewal ☐ Existing art ☐ New art

Vendor Link ($50) $ _____

Patron Ad ($25) $ _____

*Total Amount Enclosed* $ _____

Send this form with your ad copy and payment to:

Carol Riley, MDSAW Office, P.O. Box 99, Glenwood, MD 21738.
Make check payable to *Maryland Sheep & Wool Festival*.
Thank you for your support!