

Wisconsin Sheep & Wool Festival

September 5-7, 2014 • Jefferson, Wisconsin

Don't miss this opportunity to advertise in our catalog, on our website, or in our gate brochure!

Catalog advertising

Approximately 8,000 Festival catalogs are printed. The majority of these are mailed prior to the Festival, to our mailing list and by request. The remaining catalogs are distributed to Festival attendees. Because the catalog contains not only business advertising but also the Wisconsin Sheep Breeders Cooperative membership directory, it's utilized all year long. The catalog can also be viewed, page by page, on our website, www.wisconsinsheepandwoolfestival.com.

<u>Ad description</u>	<u>Width x height</u>	<u>Cost</u>
Inside Cover	7" x 9.583"	\$ 420
Full Page	7" x 9.583"	\$ 300
1/2 Page Horizontal	7" x 4.708"	\$ 180
1/2 Page Vertical	3.417" x 9.583"	\$ 180
1/4 Page Horizontal	7" x 2.264"	\$ 110
1/4 Page Vertical	3.417" x 4.708"	\$ 110
Business Card or 1/8 Page	3.417" x 2.264"	\$ 60
Full color added to any ad		\$ 100

Website advertising

Our website, www.wisconsinsheepandwoolfestival.com, receives over 99,000 unique visits throughout the year. We also had more than 2.4 million hits, or clicks within our website, this past year. As an advertiser, you can choose from a homepage ad, which will be viewed by all who visit our site, or a supporter page ad, which is a click away from the homepage. Either way, your ad will remain on our website for the entire year.

<u>Ad description</u>	<u>Width x height</u>	<u>Cost</u>
Home page	230 x 130 pixels / 1.533 inches x 0.867 inches	\$ 500
Supporter page	230 x 130 pixels / 1.533 inches x 0.867 inches	\$ 100

(Limited spots available... contact us soon to reserve your spot!)

Gate Brochure advertising

Approximately 8,000 full-color glossy brochures will be distributed at the gate of the Festival, as well as at the Wisconsin State Fair. They will include a vendor listing, a map of the grounds, and other general Festival information. This is your chance to offer a coupon, point out your location in the Country Store, or otherwise highlight your business.

<u>Ad description</u>	<u>Width x height</u>	<u>Cost</u>
Full-color brochure ad	3.125" x 1.9167"	\$ 80

(Limited spots available... contact us soon to reserve your spot!)

Discount advertising

Choose two or more different forms of advertising — catalog and website or website and brochure, for example — and we'll deduct 10 percent from your total advertising purchase!

Advertising specifics

- The quoted rates assume a camera-ready ad. "Camera-ready" means your ad meets exact size specifications and requires no additional work. Typesetting and layout services are charged at \$60 per hour.
- Resolution for catalog ads should be at least 300 dpi for color ads, and 200 dpi for black-and-white (BW) ads. Color ads (including all brochure ads) should be in CMYK format.
- Resolution for website ads should be at least 72 dpi.
- We prefer to receive your ad via e-mail (alcrooks@tds.net), with your ad attached in PDF or JPG form.
- If you'd like us to link to your website from the festival website, please choose the online advertising option. Catalog and brochure advertisers will not receive a link on our website.

Place your order

Please provide us with the following information so that we may process your order.

Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

• Catalog ad: Size _____ @ \$ _____ + BW (free) or COLOR (\$100) = \$ _____

• Website ad: Circle (Home page) or (Supporter page) = \$ _____

Website to which your online ad should be linked: _____

• Gate Brochure ad: Number of ads _____ @ \$80 = \$ _____

• 10% discount on total (only if choosing 2 or more forms of advertising) = (\$ - _____)

Total \$ _____

Payment

Payment is due with your order. A late fee of 1.5% per month will be applied to any payments not received within 30 days of order.

• Pay by credit card: Circle (MC) or (Visa) Acct. # _____ Exp. _____

3-digit security # _____ Name on card _____ Your signature _____

Address to which statement is sent: _____

• Pay by check: Please make your check payable to Wisconsin Sheep & Wool Festival, LLC. Mail to: Wisconsin Sheep & Wool Festival, c/o Lynn Crooks, 6742 State Road 35 and 81, Lancaster, WI 53813.

Advertising deadline ~ April 15, 2014

For all your advertising needs, contact Lynn Crooks, at 608.723.6817 or alcrooks@tds.net

Catalog & Brochure Ad Dimensions

