

WISCONSIN
SHEEP & WOOL
FESTIVAL

Advertise With Us!

4500 catalogs are printed and mailed to 75 percent of our attendees prior to Festival. The Catalog reaches a diverse audience from shepherds to fiber enthusiasts. Our target market includes the Chicago- Milwaukee- Madison triangle. The Festival has become a "Destination for fiber artists, sheep producers, stock dog enthusiast and others! More than **6000** people attended last year! The festival is more than a sheep show; it's for knitters, dog lovers, spinners, sheep producers, weavers, fiber enthusiast, sewers, hobby farmers, youth families and many more!

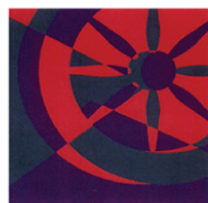
Make sure to take a look at our website and Facebook ads, utilizing the full power of the Internet. We increase the traffic to your business (and to your website) without the hassle or price tag of traditional media.

We have a variety of packages to fit your needs contact Brittany Alf to place your order today or if you have any questions. Reserve your spot by April 15, 2022

alf.brittany@gmail.com

513-850-3603





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ADVERTISING OPPORTUNITIES

CATALOG ADVERTISING RATES & DIMENSIONS

Outside Cover	- 7" x 6.25"	\$600
Inside Cover	- 7" x 9.5"	\$500
Full Page	- 7" x 9.5"	\$400
Half Page	- 7" x 4.7"	\$200
Quarter Page	- 3.4" x 4.7"	\$150
Eighth Page	- 3.4" x 2.3"	\$95

WEBSITE ADVERTISING RATES

Scrolling Ad on all pages

Direct Website Link

\$125.

Ads appear on all pages of the website. A thumbnail of your ad will be displayed in rotation at the bottom of each page and clicking on the thumbnail will take the viewer to your website. JPG file format only, 72 dpi preferred. Scrolling ads will run through March of the following year.

GATE BROCHURE ADS (New) Facebook digital ad free with purchase of brochure ad.

Full color, glossy brochures distributed at the festival and Wisconsin State Fair. If desired, print advertisers will receive a free Facebook ad for the week of the festival.

\$90.

ALL PRINT ADS ARE DUE APRIL 15, 2022

Any ad requests that come in after April 30, 2022 will have the option to purchase a Facebook ad.





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ADVERTISING DETAILS

Accepted formats are JPG, or PDF, reach out if you have any specific ad sizes or pixel requirements. Email your file to alf.brittany@gmail.com. All ads must meet exact size specifications and require no additional work. A \$20 charge will be added if additional work is required.

- 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 may be 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.



ADVERTISING ORDER SHEET

Name: _____

Business Name Address: _____

City: _____

State: _____

Zip: _____

Email: _____

Phone: _____

Website: _____

Outside Cover **\$600** ☐

Inside Cover **\$500** ☐

Full Page **\$400** ☐

Half Page **\$200** ☐

Quarter Page **\$150** ☐

Eighth Page **\$95** ☐

Website Ad **\$125** ☐

Website Link **\$60** ☐

Brochure Ad **\$90** ☐

Total catalog ads: _____

Total website ads: _____

Total gate brochure ads: _____

Total \$ _____



PAYMENT

Payments not submitted with your ad are due within 30 days of your invoice.
Late payments will be charged 1.5% of your balance due per month.

Pay by credit card: Circle (MC) or (Visa) Acct.

_____ Exp. _____ 3-digit security

Name on card _____

Your signature _____

PayPal: To receive a PayPal invoice for your advertisements, please provide your email address.

Email: _____

