



2009 New Hampshire Sheep & Wool Festival Program Book – Advertising Requests

We are currently offering advertising opportunities for the 2009 New Hampshire Sheep & Wool Festival program booklet. The 33rd annual Sheep & Wool Festival will be May 9th and 10th at the Hopkinton State Fairgrounds in Contocook, NH. 3000 booklets will be printed and distributed to county fair goers, businesses, and Sheep & Wool Festival attendees. Reserve your advertising space early to ensure your place in the booklet.

All profits from the New Hampshire Sheep & Wool Festival go to the New Hampshire Sheep and Wool Growers' Association, a non-profit organization which teaches sheep management skills, educates the public and provides a forum for shepherds to meet and exchange ideas. We do this through ongoing workshops, support of NH's 4-H groups and college scholarships, as well as financial and physical support of agricultural and youth events in NH.

Ads can be emailed to psasma@aol.com in Microsoft Word, pdf or jpeg formats. If you would prefer to have your ad scanned, send the camera-ready ad, black ink on white paper, along with your application. Any hard copy camera ready ads need to be the exact size you are applying to have in the book. Please fill in all of the information requested on the attached Advertising Agreement. Return the agreement with payment and a photocopy of your ad to P. Scott Adams, 40 Courthouse Road, Amherst, NH 03031. For anyone that needs limited non-professional assistance in putting their ad together, I have access to an artist on first come first serve basis.

The program advertising deadline is December 19th. If I receive an electronic ad or the photo-ready ad after this time, I can not guarantee it will appear in the book. I am planning to have the book printed for January 2009 distribution.

New this year is increased pricing for the face pages inside the front and back cover. The first two applications **with their advertisement and a check** will get these pages. All others will be given a full page ad as close to the front or back as possible. You will also be given the option of receiving the additional \$25 back or donating it to the NHSWG.

* Full page 5x8	\$95.00
* ½ page 4 ½ x 3 ¾	\$60.00
* ¼ page Horizontal 4 ½ x 1 ¾	\$45.00
* ¼ page Vertical 2 ¼ x 3 ¾	\$45.00
** Face page inside front and back cover (full page only - black & white)	\$120.00

*** Inside back cover Highest Bidder

Like last year, the inside back cover will be given to the highest bidder. Color may be an option for the inside cover but this has not been determined as yet. The minimum bid is \$120.00. Remember the New Hampshire Sheep & Wool Growers Association is a non-profit, so any bid over the standard \$95 may be tax deductible (ask your tax professional), **so bid high**. The deadline for bids is December 19th. Your ad copy, either electronically or camera-ready, should be sent in with the bid. Once notified that your bid was the winning bid, you will have 7 day to send me your payment.



2009 New Hampshire Sheep & Wool Festival Program Booklet Advertising Agreement

Please fill-out all of the following information and return to P. Scott Adams, 40 Courthouse Road, Amherst, NH 03031 no later than November 26th. You may send your camera-ready ad along with the agreement or send your ad electronically in Microsoft Word, pdf, or jpeg format.

Name _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip Code _____ - _____

Daytime Phone (_____) _____ - _____

Evening Phone (_____) _____ - _____

Email Address _____

I am sending my ad electronically (pdf) _____ (jpeg) _____ (Word) _____
(Check the format you are sending)

Enclosed is my camera-ready ad (must be the correct size) _____

I need help creating my ad _____

Payment Enclosed:	Full page 5x8	\$95.00	_____
	1/2 page 4 1/2 x 3 3/4	\$60.00	_____
	1/4 page Horizontal 4 1/2 x 1 3/4	\$45.00	_____
	1/4 page Vertical 2 1/4 x 3 3/4	\$45.00	_____
	Face page inside front and back cover	\$120.00	_____

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I am making a bid on the back inside cover \$_____.

If my bid does not win I still would like to place my ad in the booklet YES NO