

## Member Advertising Program Details 2011 - 2012

### MAP Benefits:

<b>Benefits (Bronze Level)</b>		<b><u>\$75.00</u></b>	<b><u>Notes:</u></b>
1)	Bold Listing in AOG		Farm Name, Owners Name, Address, Phone, URL for farm site *no third party websites*
2)	Leads	\$0.20 each	Per current use policy
<b>Benefits (Silver Level)</b>		<b><u>\$295.00</u></b>	<b><u>Notes:</u></b>
1)	Listing in AOG	Included	Farm Name, Owners Name, Address, Phone, URL for farm site *Cannot be a third party website.
2)	10% Discount on www.AOBAAlpacas.com - North American Alpaca Catalog (ONLINE)	Included	Toward the purchase of any NAAC Farm Listing.
3)	5% Discount on AOBA Eblast		User must provide all text and graphics ready.
4)	5% Discount on Ad Services KLM	Included	Discount on select services from KLM Advertising Agency. KLM to provide list.
5)	Listing on Farm & Ranch Locator	Included	Per current usage rules.
6)	Payment Plan Option	\$26.50/ Month	Must be by credit card auto billed each month, Failure to make payment will result in online deletion.
7)	Leads	\$0.15 each	Per current use policy.
<b>Benefits (Gold Level)</b>		<b><u>\$695.00</u></b>	<b><u>Notes:</u></b>
1)	Bold Listing in AOG	Included	Farm Name, Owners Name, Address, Phone, URL for farm site *Cannot be a third party website.
2)	15% Discount on www.AOBAAlpacas.com - North American Alpaca Catalog (ONLINE)	Included	Toward the purchase of any NAAC Farm Listing per NAAC policy
3)	10% Discount on Ad Services KLM	Included	Discount on select services from KLM Advertising Agency. KLM to provide list.
4)	10% Discount on AOBA Eblast		User must provide all text and graphics ready.
5)	Listing on Farm & Ranch Locator	Included	Per current usage rules.
6)	Payment Plan Option	39.50/ Month	Must be by credit card auto billed each month, Failure to make payment will result in online deletion. <b>AOG portion must be paid in full (\$225.00)</b> upon placement.
7)	1/3 Page Ad in AOG	Included	Per ad rules and within deadline.
8)	2/3 Page Ad Option	\$450.00	AOG 2/3 page ad requires \$450.00 due upon placement.
9)	Full Page Ad Option	\$675.00	Full page ad requires \$675.00 due upon placement.
10)	Ad Rotation on Farm & Ranch Locator	Included	Ads will be reduced in size to fit a placeholder and rotate evenly for one year. Failure to make payment will result in ad deletion.
11)	Leads	\$0.10 each	Per current use policy.

## Alpaca Owner's Guide Advertising Details 2011 - 2012

Premium Ad Placement AOG		
1)	Inside Front Cover	<b>SOLD!</b>
2)	Inside Facing Front Cover (page 1)	\$1,250.00
3)	Inside Facing Back Cover (last page)	\$1,200.00
4)	Inside Back Cover	\$1,250.00
5)	Back Cover	\$1,700.00

Limited Quantities Available

- \* Ads may be for a farm or ranch or other business
- \* Ads may not display more than one business
- \* Membership in AOBA is not required

### Ad rules and guidelines

(see below for general guidelines and instructions)

Alpaca Marketplace Ads (Vendors)		
1)	1/3 page ad in Marketplace Section	\$325.00
2)	2/3 page ad in Marketplace Section	\$650.00
3)	Full page ad in Marketplace Section	\$975.00
4)	Bold Listing	\$75.00

- \* Ads may NOT be for a farm, ranch or alpaca
- \* Ads may NOT display more than one business
- \* Membership in AOBA is not required

### Ad rules and guidelines

(see below for general guidelines and instructions)

Affiliates		
1)	1/3 page ad	\$250.00
2)	2/3 page ad	\$500.00
3)	Full Page Ad	\$750.00
2)	Listing	FREE
3)	Bold Listing	\$75.00

- \* Only AOBA Affiliates may participate
- \* Ads may NOT list a specific farm, ranch alpaca or business

### Ad rules and guidelines

(see below for general guidelines and instructions)

### General Advertisement Guideline:

*AOG print publication guidelines ensure equality for all advertisers*

- \* The AOG has a one year shelf life, ads with specific event dates may be rejected
- \* All ads must be to specifications and be submitted in a timely manner
- \* Participation deadline, May 1st, 2011
- \* Ads considered to be inappropriate due to content may be rejected
- \* Advertiser is responsible for ensuring proper specifications and format are submitted
- \* Ads submitted beyond the deadline may not be included, advertiser will receive a refund for ad value only

### Submission Instructions:

Submission of content deadline is MAY 1, 2011!

A minimum 1-point border around all ads is required (i.e., no "bleed" ads in the AOG section).

Ad sizes: 1/3 page ad: 3.125" (height) x 7.5" (width)  
 2/3 page ad: 6.5" (height) x 7.5" (width)  
 Full page ad: 10" (height) x 7.5" (width)

Submit materials and hi-res print quality graphics to:

AOBA - Alpaca Owners Guide  
 c/o Steph Pride, Able Publishing  
 P.O. Box 1968  
 Manhattan, KS 66502  
[Steph.Pride@ableprintingcompany.com](mailto:Steph.Pride@ableprintingcompany.com)  
 Phone: (785) 320-2626