



Alpaca Breeders of Western New York

Dear Business Owner,

The Alpaca Breeders of Western New York (ABWNY) will be holding its third show, in Cuba, New York. The Western New York Alpaca Show will be held on July 11-12. The event will be held in conjunction with the Fiber Festival of Western New York. This two-day event is expected to draw over 40 alpaca farm exhibitors and around 2000 to 4000 visitors throughout the weekend.

We are currently seeking advertisers for the show program. Businesses can purchase ad space in the show program that will be handed out to exhibitors and visitors. The show program is integral to the running of the show and contains the schedule for the weekend as well as the class lists for the show which are referred to throughout the entire weekend. The enclosed paid advertising form includes pricing and ad specifications. For more information, please contact Tacha Trimm, 'Paca Print Design, (585) 659-9165 or design@sandycreekalpacas.com.

What are the benefits of advertising in the show program?

- Throughout the weekend, exhibitors and visitors will need dining and entertainment in Western New York after show hours.
- In the long term, alpaca breeders need all types of farm services including feed and hay, barn and fence construction, farm equipment, etc.
- Your support may also tax deductible as The Alpaca Breeders of Western New York is a non-profit 501c organization. Check with you tax professional for more information.

Who are the Alpaca Breeders of Western New York?

The Alpaca Breeders of Western New York is made up of over 50 family-run alpaca farms from the eight Western counties of New York State. To learn more about this group or the alpaca industry in general, please visit our Web site at www.alpacabreedersofwny.com.

Thank you for your time and consideration. We invite you to visit the first ever alpaca show in Western New York.

We look forward to your support,

The Members of Alpaca Breeders of Western New York



Western New York Alpaca Show - July 11-12 2009

PAID ADVERTISING FORM

Promote your farm or business in the Western New York Alpaca Show program.

Western New York Alpaca Show 2009. Show Program Ad Rates

Full page color ad and banner in show ring	\$400
1/2 page color ad	\$250
1/3 page black and white ad	\$150
Business card, black and white ad	\$25
Class Sponsorship _____	\$30

Business Name _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Checks will be the only form of payment accepted, please make all checks payable to ABWNY.
Send checks along with this form.

Please send materials to:
Tacha Trimm
1536 West Kendall Rd.
Kendall, NY 14476

Deadline for inclusion in the Show Program is **June 15th**.

If there are any questions, please contact Tacha at (585)659-9165 or design@sandycreekalpacas.com



Western New York Alpaca Show - July 11-12, 2009

PAID ADVERTISING FORM

- All files should be 300 dpi or better to be crisp (images at 150 dpi will be accepted).
- Color mode should be set to CMYK.
- No full bleeds

Finished sizes for ads should be:

Full Page: 4.5 x 8

1/2 Page: 4.5 x 3.875

1/3 Page: 4.5 x 2.5

Business Card Ad: 2 x 3.5

Business Cards can be sent to Tacha for scanning.

Templates have been provided for you on the Web. They are in JPG file format to be used in any image editing or layout program. Please do not rotate the templates. The layout of the show program will only accommodate full page vertical, half page-horizontal, one-third page horizontal, and quarter page vertical.

We can accept files in the following formats... PDF, PSD, JPG, GIF, TIFF, EPS, AI, XAR, PNG...PLEASE no ads in Word or Publisher. If you have a file in one of these formats, please convert them to PDF before submitting them. You can convert your file online for free at <http://createpdf.adobe.com/?v=AHP> (You have to sign up for a trial- there is no cost obligation and you get five conversions for free.)

We will be able to convert ads that are not in the correct format providing there are no changes necessary to the file. The charge for this is \$15.00. This fee can be made payable to 'Paca Print Design. Please notify us of the need for conversion. It would be helpful to have these files prior to June 1st.

Files can be sent on CDs, Zip disks, or by email to design@sandycreekalpacas.com