

Advertising Rates

Effective starting Winter 2005 issue

Four-Color Ads

Size	1 or 2 issues	3 or 4 issues
1/6 page	\$210	\$190
1/4 page	\$340	\$305
1/3 page	\$420	\$380
1/2 page	\$660	\$595
2/3 page	\$840	\$760
Full page	\$1140	\$1025
* Before/After		
Membership Card	\$1290	Not available
2-page spread	\$2100	\$1890
* Inside front page/ Page opposite	\$1660	Not available
* Inside back cover	\$1660	Not available
* Page opp. inside back cover	\$1290	Not available
* Outside back cover	\$1870	Not available

Preferred placement surcharge for pp. 5, 8-17, 20-25: 10%

Black and White Ads

Size	1 or 2 issues	3 or 4 issues
column inch <i>classified section only</i>	\$25	\$20
1/6 page	\$155	\$140
1/4 page	\$225	\$200
1/3 page	\$270	\$250
1/2 page	\$390	\$350
2/3 page	\$450	\$405
Full page	\$735	\$640
2-page spread	\$1165	\$1050

Preferred placement surcharge for pp. 5, 8-17, 20-25: 10%

Classified Ads

55¢ per word, per issue.

Business Cards/"Marketplace"

(Black & White only)

AOBA Members:	\$50	\$45
Non-members:	\$60	\$55

Business card advertising may be paid in one of two ways:

1. A credit card on file that can be charged for the amount due for each issue as the deadline arrives, with a commitment for at least 3 issues or a standing order to run the card until told to discontinue; or
2. Payment in advance for 3 or more issues.

Mechanical Specifications

Alpacas Magazine is produced in Quark Xpress on the Macintosh, and perfect-bound. If you need additional information about mechanical specifications, contact Steph Pride, 785-537-0320, or e-mail: Steph@llamabanner.com.

ALL advertising materials must conform to the following specifications or materials may be subject to return.

- Trim size of magazine is 8 1/2" x 10 7/8". Bleed ads should extend beyond trim size a minimum of 1/8".
- Ads must be provided on disk, in Quark Xpress on the Macintosh. Postscript files that can be placed in Quark Xpress are also acceptable. Include all fonts and graphics used in creating the ad.
- Business card ads do not have to be on disk. A disk is preferred, but a quality laser proof is acceptable. Laser proofs will be scanned for publication.
- Four-color ads must be converted to CMYK and should be accompanied with a matchprint, color key, IRIS, Rainbow or similar color proof.
- A matchprint is the preferred color proof.
- A spot color may be added to black and white ads for \$50.
- Black and white, and two-color spot ads should be accompanied by a laser or inkjet proof.

*Premium Positions

Premium advertising placement will be limited to two preferred placements per AOBA farm member, per calendar year.

Reservations for premium positions may be submitted to the Advertising Manager as early as June 1st of the calendar year prior to publication. A "stand-by" list for each premium position will be maintained by the Advertising Manager. If a premium space goes unclaimed by the established deadline, stand-by advertiser(s) will be contacted. Stand-by advertising is not counted against the two-ad limit mentioned above.

Alpacas Magazine will try to accommodate requests for other positions, but cannot guarantee availability.

Display Ad Sizes

HORIZ.
5" x 2 3/8"

1/6 PAGE

VERTICAL
2 3/8" x 4 7/8"

1/4 PAGE
VERTICAL
3 5/8" x 4 7/8"

1/3 PAGE
HORIZONTAL
7 1/2" x 3 1/8"

2/3 PAGE
HORIZONTAL
7 1/2" x 6 1/2"

1/3
V
2 3/8" x 10"

2/3 PAGE
VERTICAL
5" x 10"

1/3 PAGE
SQUARE
5" x 4 7/8"

1/2
PAGE
VERT.
3 5/8" x 10"

1/2 PAGE
HORIZONTAL
7 1/2" x 4 7/8"

1/2 PAGE
ISLAND
5" x 6 1/2"

FULL PAGE
BLEEDS
8 3/4" x 11 1/8"

Materials and Payment Instructions

Make ad payments payable to "AOBA". Send payment and all advertising materials (disks, color proofs, etc.) to:

Stephanie Pride
Able Publishing
P.O. Box 1968
714 Poyntz, Suite B
Manhattan, KS 66502
785-537-0320
FAX 785-537-6109

**Advertising Rate Card
and Mechanical
Specifications
Effective starting
Winter 2005 Issue**

**Deadlines for Both Ad Materials
and Full Payment**

Spring Issue

Deadline: November 1
(Release Date: March 1)

Herd Sire Issue

Deadline: January 15
(Release Date: May 1)

Summer Issue

Deadline: February 1
(Release Date: June 1)

Autumn/Fashion Issue

Deadline: May 1
(Release Date: September 1)

Winter Issue

Deadline: August 1
(Release Date: December 1)

**PLAN CAREFULLY. Ad deadlines
(both copy and payment) are firm
and cannot be extended.**

Alpacas Magazine[®]

To Our Advertisers...

Thanks for investing your advertising dollars in *Alpacas Magazine*. We are dedicated to providing personalized service that will help you meet your advertising goals. You will receive friendly ad preparation assistance from our Advertising Manager and superior-quality printing by our state-of-the-art presses. We pledge to produce a world-class publication that will attract quality clients to your ranch, business, or service. Sincere appreciation for placing your trust in us.

– *The Staff of Alpacas Magazine*

**Ad Design and
Production**

If you desire, *Alpacas Magazine* can design your ad for you at very reasonable rates.

For more information, call Stephanie Pride, 785-537-0320.

Questions?

For pricing and general advertising questions, call Stephanie Pride, 785-537-0320, or e-mail: Steph@llamabanner.com