

Promotions Packages 2011

Annual expense:

Newsletter business card	\$30
Newsletter half page	\$90
Newsletter full page	\$180
Website sales ad	\$60
Website Farm Home Page/link	\$25
Membership Book (yearly):	
Back cover	\$350
Inside front or back cover	\$250
Full page	\$100
Half page	\$65
Third page	\$55
Quarter page	\$40
Business card ad	\$25

PACKAGE DEALS

A. “Starter Package”: (commonly for new members who want to support more than with membership, members who do not have any services, etc.) newsletter/e-news business card ad, no website ads, membership book business card ad

Annual cost: \$55 value for \$45 (19% savings)

B. “Warm Up Package”: newsletter/e-news ad half page; website sale ad for a year, half page in the membership book.

Annual cost: \$215 value for \$175 (19% savings)

C. “Big Supporter Package”: full page newsletter/e-news ad, website sales ad for a year, and website farm home page link, inside cover of membership book.

Annual cost: \$515 value for \$400 (27% savings)

D. “National Champion Supporter Package”: full page newsletter/e-news ad, website sales ad for a year, website farm home page link, back cover of membership book, \$200 of horse show sponsorship.

Annual cost: \$815 for \$550 (32% savings)