



BLACK SHEEP NEWSLETTER

*A magazine for shepherds
and fiber enthusiasts*

ADVERTISING RATE CARD

JANUARY 2017

Established 1974

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blacksheepnewsletter.net

BLACK SHEEP NEWSLETTER

Established in 1974, the *Black Sheep Newsletter* has approximately 800 domestic and 30 international subscribers, with an additional one to two hundred issues distributed each quarter through stores and promotional efforts. The *Newsletter* attracts a specific market: growers of sheep and other fiber animals, handspinners and craftspeople. Advertising has been successful for many related businesses.

The *Black Sheep Newsletter* has an informal format and encourages the exchange of ideas and information between growers and consumers.

SUBSCRIPTION RATES

USA 1yr - \$15; 2 yrs - \$28

Outside USA 1 yr - \$18; 2 yrs - \$34

BACK ISSUES

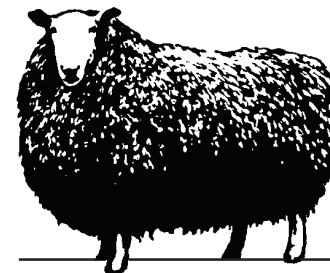
#120-142 \$2.00 each

#142-157 \$2.50 each

#158 to current \$3.75 each

ISSUES AND DEADLINES

	DEADLINE	MAILED
Winter Issue	December 15	February
Spring Issue	March 15	May
Summer Issue	June 15	August
(Annual Directory)		
Fall Issue	September 15	November



CLASSIFIED ADS

30 cents per word, pre-paid only.

PUREBRED DIRECTORY

The Purebred Directory promotes improvement of fiber animals and working dogs through the availability of purebred breeding stock.

Participation in the Purebred Directory includes a listing in the Annual Directory and a complimentary one column inch space for artwork.

1 year (4 issues) – \$30 for first 25 words
Additional words – 30 cents each

DIRECTORY FORMAT:

Farm or Ranch name
Personal Name
Address
Phone
Email
Website
Additional Information

ANNUAL DIRECTORY

Published annually in the Summer issue includes not only Purebred fiber animals and working dogs but also crossbred animals and any business related to the fiber industry.

\$8 for the first 25 words
Additional words – 30 cents each

DIRECTORY FORMAT:

Farm or Ranch name
Address
Phone
Email
Website
Sheep Breeds
Flock Size
Additional Information

Annual directory ads with logos or photos billed at \$5 per column inch.

Purebred and Annual Directory forms on website
www.blacksheepnewsletter.net

DISPLAY ADS

REQUIREMENTS

Rates are based on camera ready copy. This means the ad conforms to the size specifications shown and it requires no changes. Ads requiring additional preparation will be billed to the advertiser.

Arrangements can be made to do graphic design and layout from your sketch. For best results, describe specifically what you want. Please allow time for design and layout preparation and proof copy.

Electronic submissions are accepted. I use a personal computer and can open many file types; a detailed list is posted on the *BSN* web site blacksheepnewsletter.net

Please call or email if you have any questions about sending your ad copy electronically.

Along with ad copy include instructions explaining when you want the ad run, what size your ad is and full payment. The frequency discount applies when the total amount due is included for the first issue the ad will be run.

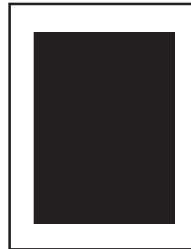
RATES

SIZE	1 TIME	2 TIMES*	4 TIMES*
Full Page	\$215	\$204	\$194
Half Page	\$110	\$104	\$99
Third Page	\$75	\$71	\$68
Quarter Page	\$60	\$57	\$54
Per Column Inch	\$20	\$19	\$18

* per issue rate

DISPLAY AD DIMENSIONS

All dimensions: Width x Height



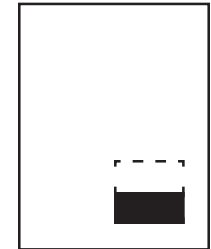
Full Page
7¹/₄" x 9¹/₂"



Half Page Vertical
3¹/₂" x 9¹/₂"



Half Page Horizontal
7¹/₄" x 4⁵/₈"



Column Inch
3¹/₂" x Height



Third Page Horizontal
7¹/₄" x 3¹/₈"



Third Page Vertical
2¹/₄" x 9¹/₂"



Quarter Page Horizontal
7¹/₄" x 2³/₈"



Quarter Page Vertical
3¹/₂" x 4⁵/₈"