

FULLBLOOD SIMMENTAL FLECKVIEH FEDERATION

FSFF



P.O. Box 490 Granbury, TX. 76048 USA
OFF: 817-776-0346
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www.fleckvieh.com

TO: **FSFF GENERAL MEMBERSHIP**
RE: **2010-2011 FSFF MEMBERSHIP DIRECTORY ADVERTISING**

We are please to announce the immediate start of our advertising campaign for the 2010 - 2011 FSFF Membership Directory. That announcement is also contained in the FSFF Annual Membership Meeting Minutes recently sent to you. We are staying with our abbreviated Directory format that appears to have been quite successful last year. We do hope, however, to increase the number of advertisers substantially. If the current trend continues, that should not be a problem.

THE DEADLINE FOR MEMBERSHIP DIRECTORY "CAMERA READY" ART FOR ADVERTISEMENT IS JUNE 15, 2010 !!

The advertising pricing is as follows:

Inside front and inside back covers, 2 centerfold pages, page 1 right, last page left - \$1,000 ea.
Outside back cover - \$1,100. (splits available @ \$600 ea. advertiser)
Full page/four color - \$800 ea.
3/4 page/four color - \$600 ea.
1/2 page/four color - \$400 ea.
1/4 page/four color - \$200 ea.
Business card ads in color or B/W as submitted - \$100 ea.

Beginning this year, when you advise the FSFF office that you wish to place an ad in the 2010-2011 Membership Directory, you will receive a deposit invoice for 1/2 of your ad **placement** cost. This deposit is separate from your ad design costs. Until we have payment in full for that deposit your ad will not be considered "placed" in the Directory. After the Directory design and layout final proof is on its way to the printing company, an invoice for the balance due will be sent out to you. After remitting your deposit, should you decide not to place an ad, that deposit will be held for you by the FSFF toward an ad in the Directory next year.

We have included a proposal from Brandmark Imaging/Becky Wadlow for your use in deciding if you would like to use that company as the designer of your ad. She has many business services available and has helped the FSFF out with our Directory, magazine ads and other items for several years. You are under no obligation, it's only a suggestion. There are many graphic design companies available.

Please note that any ads received by the FSFF office that are NOT in "camera ready" format will be returned to you immediately so that you have time to resubmit your ad in the proper form. We cannot make clear enough **copies** of business cards for them to be considered "camera ready". You will need to take them to a printer to prepare them, or submit the original PDF of the card to FSFF for duplication. Business card ads in the 2009-2010 Directory may be duplicated by us for the new Directory on request.

Should you have suggestions of outside cattle industry vendors you think would want to advertise in our Directory, let Faith Burton know. She will contact them on behalf of the FSFF to supply them with information.

Please contact Faith Burton at the FSFF office should you have any questions.

Let's make the 2010-2011 FSFF Membership Directory bigger and better than ever before - it's all up to YOU!

Best regards, The FSFF 2010 Board of Directors

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