**Utah Wool Growers Association**

**Newsletter / Website Ad Policy**

The Utah Wool Growers Association Newsletter currently reaches over 600 member homes and sheep industry friends and businesses in Utah and surrounding states (that number jumps to over 900 for the fall Ram Sale edition). The newsletter comes out four times a year, is black and white in print and full color online. It has an 8.5 x 11-inch layout, and is 16-32 pages long, depending on content for that time of year. We strive to keep the newsletter content-rich and relevant to sheep producers.

**Newsletter Ad Rates:**

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| --- | --- | --- | --- |
|  | **UWGA Non-Member** | **UWGA Member** | **UWGA Business Member** |
| **Full Page Ad**  7.39” x 10.2” | $500 | $250 | $250 or free for Platinum Sponsors ($2500) |
| **Half Page**  7.39” x 5” | $300 | $150 | $150 or free for Gold Sponsor ($1000) |
| **Quarter Page**  3.64” x 5” | $200 | $100 | $100 or free for Silver Sponsor ($500) |
| **Eighth Page**  3.64” x 2.5” | $100 | $50 | $50 or free for Bronze Sponsor ($250) |
| **Classified Ad** | $40 | $20 | $20 |

Cost of ads appearing in *consecutive issues are half the price* of initial issue, with a restart at the beginning of each year.

**Ram Sale Ads:** Anyone who wishes to have an ad in the Fall Ram Sale Section of the newsletter will also receive one free social media post on Facebook. If you wish to also be featured on Instagram we will do so for $5.

**Print Ready:** We can accept ads up until two days before the newsletter goes to print. We highly encourage you to have ads ready at least a week before print, or failing that at least let us know what size the ads are so we can save an appropriately sized space. We require print-ready ads, art work, and logos already authorized and approved. You are responsible for what you send to us print ready, and the copy that subsequently appears in the newsletter.

**Business Membership Levels:**

UWGA Business Sponsors will receive special recognition at our conventions and events. Business Member ads appear in every issue for that membership year. Additional sponsorships opportunities are available including sponsoring meals or meetings at conventions, and providing auction or door prize items.

Diamond Sponsor ($5,000) F*ull page ad* in each issue, and on UWGA website, six   
social media posts

Platinum Sponsor ($2,500) F*ull page ad* in each issue, and on UWGA website, quarterly   
 social media posts

Gold Sponsor ($1000) H*alf page ad* in each issue and on UWGA website, bi-annual   
 social media posts

Silver Sponsor ($500) Q*uarter-page ad* in each issue and on UWGA website, annual  
 social media posts

Bronze Sponsor ($250) E*ighth page ad* in each issue and on UWGA website

**SOCIAL MEDIA ADS**

The UWGA has a very strong social media presence both on Facebook, Instagram. As such, we are happy to use our vast reach to help our members and Business Sponsor Members reach out to our followers via targeted ads. Ad pricing will be as follows:

**Non- member Ads:** Non members may have us post to Facebook or Instagram for $50 per post.

**Member Ads:** All members can have us post to Facebook or Instagram for $10 per post.

**Business Sponsor Ads:** Business Sponsors can purchase additional ads at the discounted cost of $8 per post.

Social media ads require at least one picture to go along with the text. Call us if you have any questions.

Sierra Nelson

Executive Director

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Updated: February 2019