

# GALA Advertising Sheet



Send check payable to GALA to:  
 Katrina Capasso  
 189 East High Street, Balston Spa, NY 12020  
 518-885-0756, [llamawhisp@aol.com](mailto:llamawhisp@aol.com)

**Electronic Ads to:** [galanewslettereditor@gmail.com](mailto:galanewslettereditor@gmail.com)

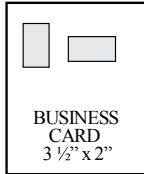
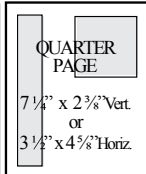
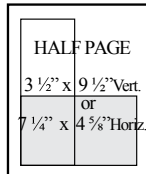
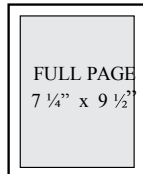
**Deadlines for advertising copy  
& payment are:**

**January 1 (published in February)**

**April 1 (published in May)**

**July 1 (published in August)**

**October 1 (published in November)**



**DISPLAY ADVERTISING:** All display advertising must be camera ready and 300 dpi minimum. Electronic submissions with color can be converted to b&w and the color ad will be placed in our electronic newsletter for FREE.

Formats: Either .pdf or high resolution .jpg

*GALA Membership is available for \$40.00 annually and runs from January 1 to December 31.*

<u>Ad Types and Sizes</u>	<u>Member Only Cost</u>		<u>Non-Member Cost</u>	<u>How Many</u>	<u>Amount</u>
	<u>1 or 2 Times</u>	<u>3+ Times</u>			
Full page (7 1/4" wide x 9 1/2" high)	\$75.00 ea.	\$63.00 ea.	\$110.00 ea.		
Half Page (7 1/4" wide x 4 7/8" high or 3 1/2" wide x 9 1/2" high)	\$40.00 ea.	\$34.00 ea.	\$65.00 ea.		
Quarter Page (7 1/4" high x 2 3/8" wide or 3 1/2" high x 4 7/8" wide)	\$20.00 ea.	\$17.00 ea.	\$35.00 ea.		
Business Card (3 1/2" x 2" or 2" x 3 1/2")	\$10.00 ea.	\$ 8.00 ea.	\$20.00 ea.		
Classified Ad (See set up sheet below)	\$5.00 (+)	\$5.00 (+)	\$5.00 (+)		
( 35 words or less, each word over is \$0.10 extra)					
Name, Farm & Web site listing only	\$5.00 ea.	\$5.00 ea.			

**For Cover Ad Availability and Pricing -** Please contact Katrina [llamawhisp@aol.com](mailto:llamawhisp@aol.com) for information. Total enclosed: \$ \_\_\_\_\_

Make all checks payable to: GALA

**Display ad prices for full or half page ads include a web site link from the GALA Web site for three months beginning with the issue carrying the ad.**

**CLASSIFIED ADS...**The first 35 words are a flat \$5.00...each additional word after 35 is 10 cents each. Each separate ad is \$5.00 for the first 35 words. When counting words remember: the entire farm name is one word...an animal's proper name is one word...the phone number is one word...punctuation does not constitute a word...animal sales are listed by state...the stud and other classifications are NOT listed by state. We standardize each classified using **bold face**, and *italicized print*, and we do not rewrite or correct your text.

**Classified Ad Set Up Sheet:** Use one box for Farm Name, Lama Name and Phone numbers as these count as one word. Punctuation does not count. Please Print Clearly! Use additional or separate sheet if necessary.

Cost

1					\$5.00
6					\$5.00
11					\$5.00
16					\$5.00
21					\$5.00
26					\$5.00
31					\$5.00
36					\$5.50
41					\$6.00
46					\$6.50