




GALA Advertising Sheet

Send to:
 Cynthia Barkman - GALA Advertising Editor
 159A East Valley Brook Road Long Valley NJ 07853
 Phone: 908-876-4919

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)

Make all checks payable to: GALA

FULL PAGE 7 1/4" x 9 1/2"	HALF PAGE 3 1/2" x 9 1/2" Vert. or 7 1/4" x 4 5/8" Horiz.	QUARTER PAGE 7 1/4" x 2 3/8" Vert. or 3 1/2" x 4 5/8" Horiz.	 BUSINESS CARD 3 1/2" x 2"
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DISPLAY ADVERTISING... All display advertising must be camera ready, done as a positive on paper (black on white) including business card ads. All half tones must be pre-screened as a positive (PMT) to between 100-110 lines per inch. Advertisers are encouraged to submit ads in electronic format. All electronic ads must be 300 dpi and in MS Word, MS Publisher, pdf, tif, jpg, or eps format.

GALA Membership is available for \$35.00 annually and runs from July 1 to June 30. Please use the GALA membership form.

Ad Types and Sizes	Member Only Cost		Non-Member Cost	How Many	Amount
	1 or 2 Times	3+ Times			
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 5/8" 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" wide x 2 3/8" high or 3 1/2" wide x 4 5/8" high)	\$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 Cynthia for information.

Total enclosed: \$ _____

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Display ad prices for full or half page ads include a web site link from the GALA Web site for two 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, Llama 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