

ALSA Showring
**A bimonthly magazine for people who love llamas, alpacas
and the thrill of showing them.**

March/April 2009 Issue
Important Dates and Details

January 22 Articles, Letters, Photos and Announcements Due

January 23 Ad Deadline

Submission Format Requirements

Showring readers are invited to send articles, letters, general ideas for content you would like to see. What are we looking for? Written and photographic content that celebrates the fun, the competition, the hard work connected to all aspects of llama and alpaca showing (before, during and after). Have some advice? An interesting story? Don't keep it to yourself - **share it with the world**. Suggested length for written pieces is 250 - 750 words in length.

Whenever possible, magazine **contributions should be submitted electronically**. Copy can be sent within an email message or as a document attachment (.doc or .rtf accepted). Send to Gayle Woodsum at dbjl llamas@aol.com. If electronic submission is not possible, contributions can be mailed to Gayle Woodsum, P.O. Box 612, Laramie, WY 82073.

Photographs are to be sent as .jpg or .tiff attachments only, not sent within the email message. Best results are for photos to be sent at 300 dpi resolution.

Camera ready ads can be sent according to the appropriate ad size, at 300 dpi, in either .jpg or .pdf format. Again, be sure the resolution is set at a minimum of 300 dpi.

We are happy to build your ad for you at no extra charge. In this case, just let us know what copy you would like in the ad, and attach any photos or logos according to the photograph guidelines above. If you plan on having us create your ad, please try to send the components to us as early as possible, rather than waiting until the final deadline.

Editorial policy: All contributions are subject to editing for length and clarity. The *Showring* editor and ALSA board of directors reserve the right to refuse publication of contributions and ads.

Ad Information

Ad	Price	Size (width x height)
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Color ads:

inside covers	\$450.	7.5" x 10"
back cover	\$400.	7.5" x 7"
full page inside:	\$275.	7.5" x 10"
half page:	\$190.	7.5" x 5"
quarter page:	\$150.	3.75" x 5"
business card:	\$50.	3" x 2"

Black and white ads:

full page inside:	\$190.	7.5" x 10"
half page:	\$150.	7.5" x 5"
quarter page:	\$100.	3.75" x 5"
business card:	\$25.	3" x 2"

Payment Methods

Advertising payment is due with submission of your ad. Checks should be made out to ALSA and mailed to Gayle Woodsum, P.O. Box 612, Laramie WY 82073. For mastercard or visa use, payments may be made online at the ALSA web site **NEED INSTRUCTIONS**. Please note payment method along with submission of your ad.

Special Offer for this Month!

Celebrating the Return of *Showring*

In celebration of something good, something fun, something positive, we are offering **ALL ADVERTISERS a 15% discount** for the March/April '09 issue.