

**NYS SHEEP AND WOOL FESTIVAL™
2009 ADVERTISING
PLEASE READ CAREFULLY!**



Dear Festival Supporters,

We would like to invite you to take advantage of our website in order to promote your farm or sheep/fiber related business. You can buy a link from our website to your existing website or you can purchase a satellite webpage off of our website.

Our website includes the following:

- 1. All livestock shows and competition entry forms will be online.**
- 2. A website search with keywords to find your business information.**
- 3. An interactive map of the festival grounds showing vendor locations**
- 4. An easy way to find sheep, livestock, and/or vender reference.**
- 5. Provisions to link to your independent website or buy a satellite webpage.**

It's simple to join. Just carefully read the attached. If you have any questions, please feel free to contact us @ 518-672-7016 or WILDAPPLEHILL@AOL.COM

Rules for satellite webpage hosted by www.sheepandwool.com:

All content will be monitored by the Dutchess Co. Sheep and Wool Growers committee members. If offensive material is found on your webpage, you will receive one e-mail request to remove the information within 24 hours. If the material is not removed, your webpage will be deleted without refund. Offensive material is any material the Dutchess Co. Sheep and Wool Growers committee deems to be inappropriate or distasteful for viewing by people of all ages, races, genders, or religions.

When you make changes to your satellite webpage, the changed document will be held for approval before going live. We anticipate checking the draft page once a day Monday through Friday.

You MUST sign the bottom of your ad order form to acknowledge that you have read these rules and agree to abide by them. If you do not sign, we will not give you access to change your webpage.

We ask you to be patient, and as always, we are here to help you set up your new advertising tool.

**Maureen M. Hess
Marisa L. Buckley**

IF YOU WOULD LIKE TO LINK TO YOUR OWN EXISTING WEBSITE:

1. The link charge is \$25.00 per year.
2. The link begins within a week of receiving payment.
3. Links will be taken off July 30th 2010 after it has appeared in a festival flyer.
4. Your contact information will appear in the printed flyer, handed out at the Festival.
5. You can select **one free** search word and purchase additional words for \$5.00 per word. We suggest you do not select words such as “sheep” or “wool”, since the results will be too broad. Example: Merino (1 word = free) **or** Natural Merino Yarn (3 words = 1 free + 2@\$5. = \$10. additional charge) **All words in your Farm/Business Name are included!**

IF YOU WOULD LIKE YOUR OWN ONE PAGE SATELLITE WEBPAGE:

1. This is the opportunity to have your own web page with only a small fee and minimal maintenance. It would be controlled by you, overseen by us; as a satellite to the sheep and wool site. You can change the content within the template from your home computer or have the festival do it for you.
2. A satellite page is \$75 per year. We can develop your page with the content you provide or you can edit the page yourself.
3. You will be able to make changes to your own webpage, free of charge; or we can make changes at your request for an additional charge of \$10 per change. All changes will be held for approval. Just let us know to check.
4. You will be able offer products and livestock for sale on your webpage however we are not offering a shopping cart option.
5. Please go to our website to see the existing satellite pages. All satellite pages have the colorful yarn image at the top and a white background but you can include as much information and as many photos as you would like.
6. Numbers 3-6 listed under purchasing a website link also apply.

IF YOU WOULD LIKE TO ADVERTISE AS A LIVESTOCK BREEDER:

1. Follow directions for a link to your website or a satellite webpage. Please mention that you are a breeder (vs. a vendor).

***Please note: If you are a vendor, your link will appear on the “Vendor List” page. If you are a breeder but not a vendor, it will appear on the “Breeder List” page. If you do not appear to be a vendor or breeder, your link will appear on our “Links” page.**

Attach your web ad copy or email us to help with your webpage development

**NYS SHEEP & WOOL FESTIVAL
LINK/SATELLITE WEBPAGE ORDER FORM**

FARM/BUSINESS _____

CONTACT NAME _____

ADDRESS _____

PHONE NUMBER _____

EMAIL _____

LINK TO YOUR EXISTING WEBSITE (\$25.00 FEE) _____

AND/OR SATELLITE WEBPAGE (\$75.00 FEE) _____

Address of Existing Website _____

***ONE* FREE SEARCH WORD** _____

ADDITIONAL SEARCH WORDS @ \$5.00 EACH _____

Please check one: Breeder: ____ **Vendor:** ____ **Links Page:** ____

DEADLINE: Your ad will be up for one year from the date it goes live. Ads must be received by Sept. 1, 2009 for contact info to appear in the printed flyer.

PLEASE SIGN AND DATE _____

(Reminder: Signing here acknowledges that you have read and agree to abide by the Rules for the webpage on page one.)

MAKE CHECK PAYABLE TO: DCSWGA

MAIL PAYMENT AND AD COPY TO:

**New York Sheep and Wool Festival
271 Roxbury Road
Hudson, New York 12534
wildapplehill@aol.com**



Leicester Longwool

**2009 Featured Breed Artwork
By Stacy from LLSBA**
