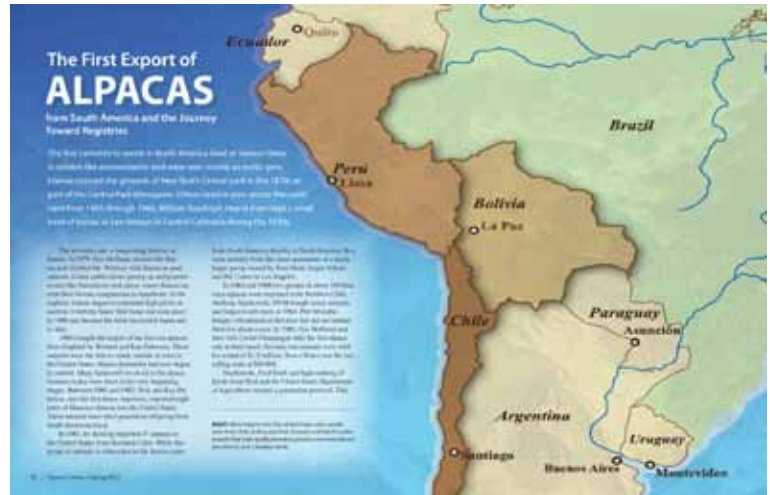


Bringing the Message to the World

- Alpaca Culture is the **global leader** in empowering the alpaca community to enter into the mainstream of popular culture.
- Our feature publication, website and other media platforms **captivate thousands of curious readers** and help introduce them to the many benefits of alpacas.
- *Alpaca Culture magazine* is distributed to more than 5,000 individuals each issue and reaches ten countries.
- Our social media pages are active and fun with thousands of followers from across the world.



The Layout of the Publication

Alpaca Culture's editors, writers, and photographers present a collection of well-written and attractive articles designed to engage and establish a trusted dialogue with readers that highlights the overall benefits of alpacas. *Alpaca Culture* magazine creates an open atmosphere of learning to establish a receptive audience that embraces our advertisers and acts on their message. Only sponsors will be featured in the following sections of the publication.

Pre-Editorial Content

Each issue contains the following consistent departments in the front of the magazine, providing multiple entry points for sponsors:

- **Table of Contents**
- **Masthead**
- **Editor's Note** from Jared Johnston, Executive Editor
- **Letters:** A forum where readers can communicate with magazine staff and the larger alpaca community.
- **In The News:** Highlights the latest global developments in the alpaca industry.
- **Online:** Features the most exciting alpaca developments online, across the globe.



Editorial Content

Features a compilation of stories and informative articles that focus on specific areas of the alpaca industry. All articles are brought to life by effective editorial layout, vivid photography, well-researched and professionally written stories, maps and illustrations. Entry points for sponsors will appear between articles, offering exclusive visibility.

Post Editorial Content

Each issue of *Alpaca Culture* explores relevant alpaca topics with an eye on innovation, new technology and valuable insight everyone in the industry can use in their day-to-day operations.

- **Innovations:** A showcase of new and innovative products and/or tools available to the alpaca community.
- **Spotlight:** Provides a brief yet poignant look at the story behind a selected photo or a topic of interest to the alpaca world.

Style Guide

Alpaca Culture maintains a definitive style guide in order to ensure our media platforms adhere to a high standard. We maintain the right to refuse and to help reconstruct advertisements that do not meet the Editors' scrutiny. Alpaca Culture's design and marketing team is available to our advertisers to help create an effective and appealing ad that will better represent your investment.

By maintaining a high level of style, we help our advertisers improve their presence and increase brand awareness while keeping readers engaged.



Sponsors - Limited Availability

Must be paid by check in advance of each publication to ensure inclusion. Payments by credit card are subject to a 3% fee.

Magazine **Elite Package (10 available)** *inquire regarding availability*

- A two-page advertisement (facing pages) in four consecutive issues of *Alpaca Culture* magazine. Exclusive placement in editorial section.
- Logo and farm summary on the Sponsors' page in each issue of the magazine.
- Featured content when possible.
- A free box of 21 copies of each issue.

Web site

- Featured on Sponsors' page with banner, logo and link.
- Custom rotating banner on our home page. (Some Elite sponsors have received more than 1,000 referrals from our website.)

Emails

- Featured in every Alpaca Culture email with linking logo. Our list is more than 7,000 strong.

Social Media

- Banner with link and logo on our Facebook page.
 - Featured posts on Facebook and our other social media pages when possible.
- (We currently have nearly 10,000 followers from dozens of countries and some of our posts have reached as many as 100,000 people.)

Video

- Custom produced 30-second web video featuring your business, posted on our YouTube channel and the video page at www.AlpacaCulture.com.

Directory

- **Print:** 7 line listing + logo + link + direct email link
Logo and farm summary listed on Sponsors' Page
- **Online:** 7 line listing + logo + link

Executive Package (20 available)

- A one page advertisement in four consecutive issues of *Alpaca Culture* magazine. Exclusive placement in editorial section.
- Listed on the Sponsors' page in each issue of the magazine.
- Featured content when possible.
- A free box of 11 copies of each issue.

- Featured on Sponsors' page with banner, logo and link.

- Featured in every Alpaca Culture email with link. Our list is more than 7,000 strong.

- **Print:** 7 line listing + link
Listed on Sponsors' Page
- **Online:** 7 line listing + link

*Alpaca Culture's listed advertising rates are for camera ready ads, space only. Should your ad require design, proofing or changes, additional fees apply. Design services are by Selle Design Group and regular hourly rates apply.

Sponsor Page Dimensions

SIZE	1/4" BLEED (W X H)	TRIM (W X H)	LIVE (W X H)
Full Page	8.875" x 11.375"	8.37" x 10.875"	7.625" x 10.125"
Spread	17.265" x 11.375"	16.74" x 10.875"	16" x 10.125"

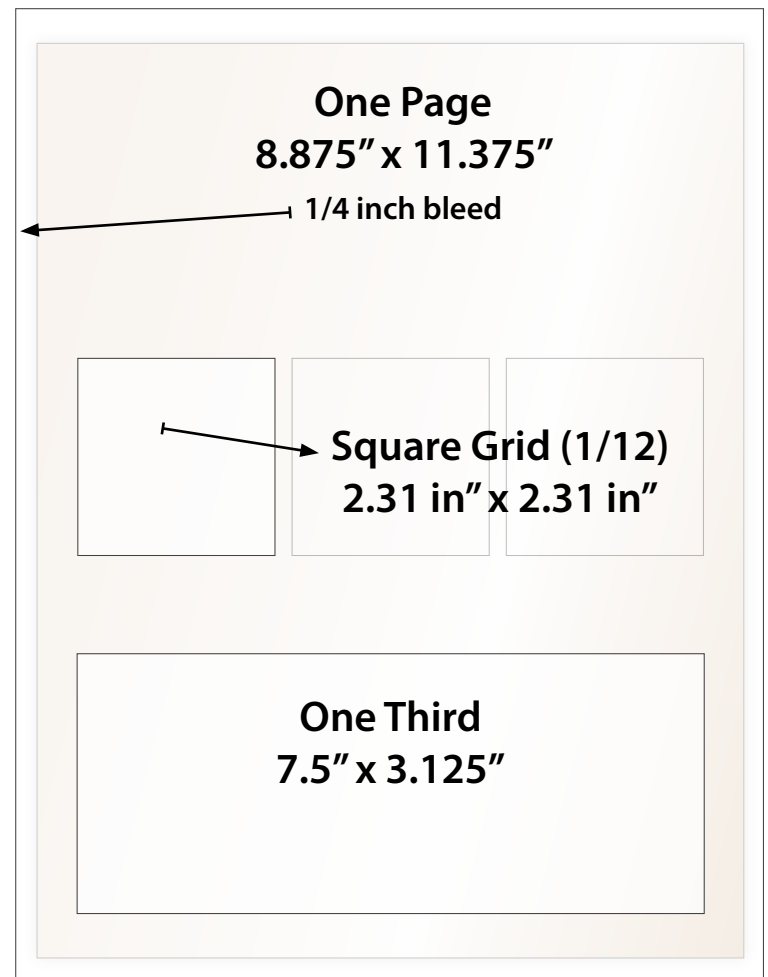
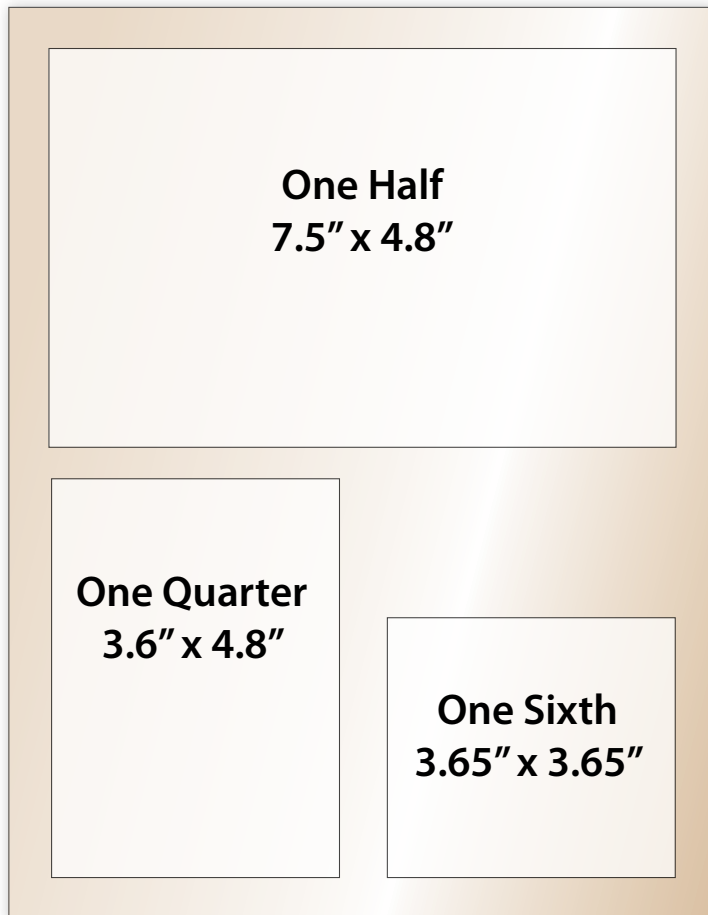
SPREAD SAFETY:

Photo Crossover: For photographs bleeding across the gutter, allow 1/8" safety.
Text: Split copy at gutter between words. Allow 1/8" (3.18 mm) from gutter on each side.

Breeder & Service Advertising - All ads will appear in the back area of the publication.

Display Advertisements*

Size	Single issue	4 issue rate	Dimensions (W X H)
			Inches
1 page	\$1,250	\$1,250	8.875" x 11.375" (with 1/4" bleed)
1/2 page	\$655	\$625 / month	7.5" x 4.8"
1/3 page	\$510	\$490 / month	7.5" x 3.125"
1/4 page	\$375	\$360 / month	3.6" x 4.8"
1/6 page	\$250	\$240 / month	3.65" x 3.65"
Square Grid (1/12 page)		\$150 / month only available as one year package	2.31" x 2.31"



*Alpaca Culture's listed advertising rates are for camera ready ads, space only. Should your ad require design, proofing or changes, additional fees apply. Design services are by Selle Design Group and regular hourly rates apply.

*Ad rates are subject to change without notice.

Website Banners



1 **Sponsor banner**
220 x 220 - *Sponsors only.*
Ads appear on sidebar throughout website.

2 **Sidebar banner**
220 x 220 - \$150 / month
Six available on rotation.
Ads appear on sidebar throughout website.

ALPACA CULTURE

Directory

The Alpaca Culture Directory!

An all-inclusive, printed guide to the alpaca community

Searchable online.

Complete

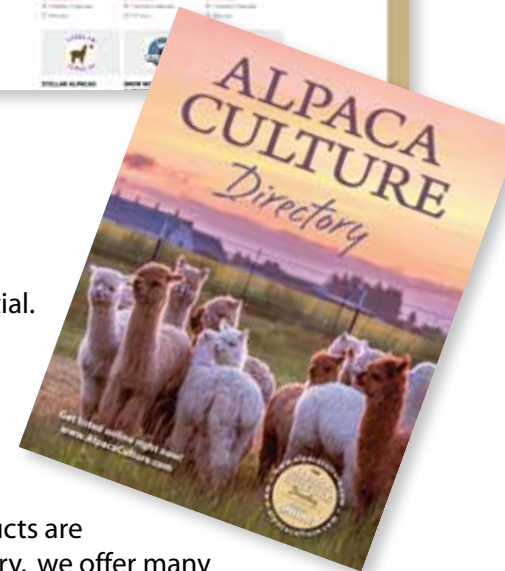
From geneticists to textile manufacturers to livestock equipment supply, you'll find it all here.

Well-organized

Categorized in color-coded sections that make finding what you want simple.

Modern

Our Directory is not only printed and available in your hands, it also appears online.



Why Should You Advertise in the Alpaca Culture Directory?

You're Committed

You believe in alpaca and are committed to seeing this industry develop to its potential.

You're Motivated

The movers and shakers in the alpaca community are currently focusing on getting organized in order to take the industry forward.

You See the Potential

With each year that passes, alpacas become more visible to the public. The end products are becoming more recognized as luxury items. If you would like to appear in the directory, we offer many different opportunities, ranging from a simple listing for \$50 to a full page ad for \$950.

Alpaca Culture Directory Rate Sheet

Listing	One Year	Online	Print
7 line listing + link	\$70	•	•
7 line listing + logo + link	\$120	•	•
Add a direct email link to your online listing	\$20	•	

Directory Advertisements	One Year	Size
1/4 page color print ad	\$250	3.35"w x 4.9"h
1/3 page color print ad	\$350	6.875"w x 3"h
1/2 page color print ad	\$450	6.875"w x 4.5"h
Full page color print ad	\$870	8.375"w x 10.875"h (must add 1/8" bleed)

*Ad rates are subject to change without notice.

Ad bookings can only be guaranteed if requests are made in writing and agreed upon by both parties.

Space must be confirmed in writing and agreed upon by both parties. Ads are sold on a first come, first serve basis. Ads must arrive on or before the deadline specified by e-mail. The publisher reserves the right to refuse any ad.

Ad rates do not include production rates. Production charges may be applicable to advertiser artwork if the files are not the exact format and/or dimension required.

Payment for advertisements is due on or before publication date. If advertiser fails to supply payment as specified, Alpaca Culture is entitled to terminate its contractual obligations. Further, a surcharge of 4% per month on all overdue accounts will be charged retroactive to the date of the invoice.

Cancellations will not be accepted after the ad deadline. The advertiser has the right to cancel any ad as long as the request is made in writing one week before advertising deadline.

Proof of publication will be ensured with one copy of the issue in which the client's ad appears, mailed to the address listed on the contract.

Publication dates are non-negotiable. The advertiser must take into account delivery dates when creating advertisements so that time sensitive ads make sense. AC does not accept responsibility for mailing delays. If new ads are not received by deadline, previous ads will be repeated.

Indemnification

Any advertisement submitted for publication should comply with all applicable legislation, regulations, and codes of practice and not infringe on any other party's rights. The advertiser fully assumes all costs and damages (including legal costs and awards ordered against Alpaca Culture) in respect of any claim made against Alpaca Culture arising from the Advertisement or its publication.

Alpaca Culture's **liability** extends only to ads produced originally and in their entirety by our staff. We will use reasonable care and skill in handling advertisements but if the ad is not published according to contract, maximum liability of Alpaca Culture will be limited to the invoiced amount of the ad space in question.

Notification of changes to space for ads or ads themselves will be made as soon as possible by Alpaca Culture. The advertiser can submit a new ad if the changes suggested are acceptable unless the changes are due to circumstances beyond Alpaca Culture's control. Alpaca Culture may charge the advertiser for changes we are not responsible for.

Ad production rates (see sponsors and rates pages in this media kit for details and pricing). Ads are produced by Selle Design Group and build fees are payable to Selle Design Group.

Alpaca Culture **proofing** is delivered electronically in PDF or JPEG format. When Alpaca Culture provides proofs, the advertiser must respond with changes or acceptance. If Alpaca Culture does not receive a reply we will assume the ad is as desired.