



February 1, 2011

Dear Merchant,

The Rocky Mountain Koi Club is a non-profit organization dedicated to supporting hobbyist interested in koi and ponds. We meet monthly in the Denver area to share ideas, hear speakers and participate in club activities. We have a monthly e-mail newsletter and web-site where advertisers can share their products and services with the koi community.

- 1) Ads are available in full color in three sizes.
- 2) You can make changes to your ad throughout the year. There is a \$25 charge per change after the initial ad.
- 3) Hotlinks are available to your website from both the PDF newsletter and our updated RMKC website.
- 4) A monthly copy of the e-mailed newsletter.

We will e-mail approximately 150 copies of the newsletter each month and print and mail another 30 to members who do not have e-mail. We will also print newsletters for various functions throughout the year such as the auction, show, pond tour and expos. Our newsletter is distributed 10 months of the year (from January to October). No newsletters are distributed in November or December.

### **The upcoming advertising year runs from May 2011 through April 2012.**

Listed below is the information on our RMKC pricing guidelines for 2011 newsletter ads:

<b>AD SIZE</b>	<b>SIZE W x H</b>	<b>PRICE</b>	<b>ADDITIONAL BENEFITS</b>
Business Card	3 5/8" x 2 1/4"	\$ 90.00	• Free link on RMKC Website
¼ Page	3 5/8" x 4 7/8"	\$135.00	• Free link on RMKC Website • Access to vendor table at RMKC meetings* • Monthly classified ads at \$25 each **
½ Page	7 1/2" x 4 7/8"	\$195.00	• Free link on RMKC Website • Access to vendor table at RMKC meetings* • Monthly classified ads at \$25 each **

\* RMKC will have vendor tables at all meetings for vendors to display merchandise and information.

\*\* You can update your information with a monthly classified ad announcing new shipments, new products or changes about which you would like our readers to know. The ad size will be 3 1/2" W x 1" H (that is approximately 45 words using Arial font size 11).

We would love to include an advertisement for your business during the upcoming year.

**DEADLINE:** The deadline for both your **ad copy** and **payment** is **Friday, May 1, 2011**.

## PAYMENT METHODS:

You can mail your check to:

**RMKC, PO Box 461, Englewood, CO 80151-0461**

Or

You can pay via PayPal at:

**[WWW.RMKC.NET](http://WWW.RMKC.NET), select 'Advertise in Our Newsletter' from the home page.**

## AD COPY:

When designing your ad, it is best if you can **design to size**. The dimensions are listed on the previous page under **SIZE W x H**.

We will need to receive your ad copy by May 1 in order to include it in the May edition of the newsletter.

Please e-mail your electronic ads to the newsletter editor:

**Bryan Buus**

Email: [buus@indra.com](mailto:buus@indra.com)

(Put ***Koi Newsletter*** in the subject line)

If you are purchasing a business card size ad and have (or can obtain) the original digital file for your business card, that would be helpful. Otherwise, you can mail your business card to the RMKC address listed above.

When you send your ad, please indicate:

- 1) If you want a hotlink to your website,
- 2) The website address for your link,
- 3) The e-mail address where you would like the newsletter sent monthly.

We believe you will find advertising in the RMKC newsletter and web-page an excellent way to contact koi and pond enthusiast in Denver and across Colorado's Front Range. Please do not hesitate to call or e-mail me with any questions or suggestions.

**RMKC reserves the right to refuse advertisement or to discontinue advertisement for any vendor who displays less than standard business practices. If this option is necessary, a prorated refund will be issued to the vendor.**

Sincerely,

Jeff Langeberg  
RMKC Treasurer  
(303) 470-8491  
[taxmanjsl@aol.com](mailto:taxmanjsl@aol.com)