



DORPER JOURNAL

4th Edition



Deadline: November 1, 2014

ADSBS members are reminded that the Society will publish the fourth edition of our biennial yearbook, The Dorper Journal, again this Winter. This popular publication is distributed at every public event where we erect the breed's promotional display, as well as other events. In addition, Ronda Sparks, ADSBS Registrar, mails a copy of The Dorper Journal to anyone who inquires about the breed, and to new members.

There is no better advertising buy to promote your flock than an ad in The Dorper Journal, with its targeted audience and distribution for two years. Start preparing your ad copy, as ad orders must be placed by November 1, 2014, and your finished ad must be provided to ADSBS by December 1, 2014. Special placement ads (inside front cover, inside back cover, back cover and center spread) will be available for reservation on a "first come – first served" basis on May 2, 2014. Call Ronda to reserve those spots! We also encourage members to contact commercial suppliers you buy from to advertise as well. The new edition of The Dorper Journal will be unveiled at the 2015 National Show in Fort Worth, Texas in January, as well as at the American Sheep Industry Convention in January.

Advertising Rates are as follows:

Full Page	\$800.00
1/2 Page	\$500.00
1/4 Page	\$325.00
1/8 Page	\$200.00

Prices are for scan ready ads on an electronic file (PDF files are super). Electronic files of ad copies can be emailed to Ronda Sparks at ADSBSoffice@centurytel.net. Payment is due at time of ad submission (November 1, 2014). Make payment to: ADSBS-Journal, PO Box 259, Hallsville, MO 65255.

We also need good articles for this publication, and photographs of quality Dorpers and White Dorpers in natural settings. We welcome submissions that tell the story of YOUR flock, but reserve the right to select editorial content. Also, if you have stories of Dorper breed successes in the commercial industry, we welcome those as well. All submissions should be sent to Ronda Sparks, ADSBS Registrar, at P.O. Box 259, Hallsville, MO 65255-0259 and clearly marked "DORPER JOURNAL" or may be emailed to Ronda at ADSBSoffice@centurytel.net. If you have questions about an ad or editorial idea, contact Doug Gillespie, at 254-681-8793 or dorpers@ymail.com. If you need an ad designer to help you prepare a camera-ready ad, we recommend Deb Moldenhauer at Insight Design (she designs ADSBS ads) at deb@insightdesignsd.com or by phone at 605-868-1222. Another ad designer familiar with the sheep industry is Dale Smith at royal-s@earthlink.net or phone 419-308-8418, or Kaye Woolam Weaber at Agri-Exposure LLC at kayeweaber@gmail.com or phone 860-716-3626.

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