

You are invited to support the Madison Knitters' Guild as an **Annual Advertiser for 2016-17**.

The Guild, possibly the largest in North America, has approximately 650 enthusiastic members from the greater Madison area and about half of those members are in attendance at each meeting.



The Guild has many inspiring and creative events scheduled for the upcoming year, including talks from internationally known designers and authors such as Cecilia Campochairo, Donna Druchunas, Laura Ricketts, Charles Gandy and Edie Eckman, as well as industry luminaries such as Diane Soucy of Knitting Pure and Simple. Lucy Neatby is our keynote speaker at the 2017 Knit-In, our annual event which features the ever-popular marketplace, numerous classes, and many unique opportunities for knitters to share and enjoy their craft.

We are quickly approaching the 2016-17 season and are very excited to offer you this opportunity to connect with hundreds of dedicated knitters and receive the following valuable benefits for the annual fee of \$100.00.

Benefits of being an Annual Advertiser:

- Your logo displayed in all 10 issues of our 2016-17 Knitters' Knews newsletter (Summer 2016–May 2017). Additionally, when reading the PDF newsletter, members can click on your logo to easily reach your website.
- Your logo included in the rotation of all Guild Advertisers shown prominently on the Guild's home page (www.madisonknittersguild.org).
- Your business name, contact information, and website included on the Advertiser tab of the Guild website (www.madisonknittersguild.org/advertisers). The Advertiser tab listing also provides the opportunity to offer coupons or discounts to Guild members, which can be updated upon your request at any time for no extra charge.
- The opportunity to vend at one (1) Guild meeting. Two vendors are selected for each meeting, September through April.
- A feature article in one (1) issue of the Guild newsletter (you provide the ~ 125-word text and photos).
- One (1) person whom you designate is welcome to attend Guild meetings, including those restricted to members only.

Become an Annual Advertiser:

Complete the [2016-17 Annual Advertiser Form](#) online and remit your payment via PayPal or mail a check for \$100 (made payable to Madison Knitters' Guild) to:

Terry Rutlin
4212 Warwick Way
Madison, WI 53711

Respond by Friday, July 20 in order to have your logo featured in the Summer 2016 issue of the Knitters' Knews, and to be included in the selection process for a spot to vend at one (1) Guild meeting (see the *2016-17 Vendor Information* sheet at the bottom of the [Madison Knitters' Guild Advertiser page](#) for details).

Comment or questions? Please email me at advertising@madisonknittersguild.org or call 608-512-9619.

Thank you so much for supporting the Madison Knitters' Guild with your advertising dollars!

Sincerely,

Terry Rutlin, Advertising Chair
Madison Knitters' Guild