

Greetings from Madison Knitters' Guild,

Summer has barely begun, but we are thinking about fall and the upcoming Guild year. We are hoping you will join us as advertisers and vendors as we venture back to in-person and hybrid style meetings.

July 1 is the day registration opens for the Madison Knitters' Guild's membership year and is also the opening of the short window for you to register as annual advertisers. We are excited for in-person meetings once again, and we have a new location for our meetings. Beginning with our September meeting, we will be at Barnwood Events Center, 3230 Larson Road, which is a few miles east of our previous location and only a few minutes south of the beltline. While we will be holding in-person meetings, we will also be incorporating a virtual component to the meetings for people who wish to join the meeting but are not interested or able to be in-person.

#### **What does all of this mean to you as advertisers?**

- First and foremost, it means we are again able to provide the opportunity for advertisers to have in-person vendor spots at the meetings. As in the past, we are never able to guarantee vendor spots for everyone who is interested due to limits on space and the number of meetings. Available slots will be filled by random drawing to give everyone a fair chance of getting a slot.
- If you liked the option of being a virtual vendor during the past two years, we are also offering that as an option at all meetings during the Guild year.
- All advertisers will be featured in the MKG newsletter, *Knitters Knews*, and on the MKG website.
- Your logo is displayed in all 10 issues of our 2021-2022 Knitters' *Knews* newsletter (Summer 2022–May 2023). 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](#)
- Your business name, contact information, and website are included on the Advertiser tab of the [Guild web site](#). The Advertiser tab listing also provides the opportunity to offer coupons or discounts to Guild members, which can be updated at your request at any time for no extra charge.
- You will have a feature article in one issue of the Guild newsletter (you provide the ~ 125-word text and photos). With an extremely high level of newsletter readership, the advertiser articles continue to get a great deal of attention from MKG members.

- One person whom you designate is welcome to attend Guild meetings, including those restricted to members only.

### **Ready to become an MKG Advertiser?**

- **Please complete the [2022-2023 MKG Annual Advertiser Form](#) and submit your \$100 fee by Thursday, July 21 to have your logo featured in the summer issue of *Knitter's Knews*, to be scheduled for a feature article in an upcoming issue, and to be scheduled for an in-person or virtual vendor spot.**

If you are not able to make a payment through PayPal, you may mail a check for \$100, made payable to Madison Knitters' Guild, to:

Kay Simmons,

MKG Advertising Chair

301 Harbour Town Drive, #300

Madison, WI 53717

**Comment or questions?** Please email me at: [advertising@madisonknittersguild.org](mailto:advertising@madisonknittersguild.org)

We are looking forward to an exciting year at the Madison Knitters' Guild and we hope to have you join us!

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

Sincerely,

Kay Simmons

Advertising Chair

Madison Knitters' Guild