

# JOIN THE NEW WILD HERD



Along with everyone else on the planet, we're trying to navigate different paths that will endure beyond the era of face masks and hand sanitizer. We are excited to launch a new advertising platform just in time for the holidays and the months beyond with the publication of our first coffee table book, *The Eye of Fiber—An Uncommon Story from Across the Globe*. Featuring sensational images and stories, *The Eye of Fiber* explores how and why natural fibers have evolved through changes in climate, trade—and the occasional scandal.

Although we miss doing our annual publication, we have been receiving requests for years to do a book, and though we never could have planned it, the timing is perfect.

## How does it work?

Unlike the magazine, which has always featured ads that compliment both its content and presentation, the same format won't work in a book. Yet, as part of the fiber industry, your presence is both integral and valuable so we are offering three options to expand your market reach.

## Premium

1. Your business will be listed in the acknowledgments in the front of the book under the heading "With gratitude to the following for their valuable support."
2. Your business and website will be listed in resources in the back of the book under the appropriate category e.g. fiber type, equipment, or service.
3. We will enclose a postcard-size coupon of your business either in the book or with another *Wild Fibers* order. In order to maximize the impact of your advertising dollars, we will only include a handful of coupons in every order. Coupon limit: 2,000 per business.

Cost: \$700 (includes five complimentary copies)



## Standard

1. Your business will be listed in the acknowledgments in the front of the book under the heading "With gratitude to the following for their valuable support."
2. Your business and website will be listed in resources in the back of the book under the appropriate category e.g. fiber type, equipment, or service.
3. We will enclose a postcard-size coupon of your business either in the book or with another *Wild Fibers* order. In order to maximize the impact of your advertising dollars, we will only include a handful of coupons in every order. Coupon limit: 500 per business.

Cost: \$495 (includes three complimentary copies)

## Basic

1. Your business will be listed in the acknowledgments in the front of the book under the heading "With gratitude to the following for their valuable support."

Cost: \$300 (includes three complimentary copies)

## Questions

Please contact Linda Cortright  
wildfibers@mac.com  
207-595-9455



## Terms and Deadlines

**Wednesday, September 30, 2020**

Submit your company name and website using our online form, payment can also be made online. (submit here)

**Monday, October 26, 2020**

All postcards must be received at our office. Kindly use our physical address: Wild Fibers, 574 Davis Rd., Union, Maine, 04862

**Design services** offered by Elizabeth Nelson: elizabeth@nonesuchcreative.com