

November 22, 2011

Dear previous and new Alberta Holstein Breeder directory advertiser,

RE: Re-print of the Alberta Holstein Directory

The Alberta Holstein Association will publish a new breeder directory available for release in the fall of 2012. Advertising in the directory is a great opportunity to increase visibility to breeders, since they keep the publication year around for quick reference. All current Holstein members including junior and affiliate members as of June 30th 2012 will be listed. Members will be identified by family name, prefix, address, phone, fax and directions to the farm.

The directory will be distributed to Alberta Milk producers and advertising agri-businesses and will receive national and international exposure at trade fairs and livestock shows. As well it will be on hand at the World Friesian Conference held in November 2012 in Ontario.

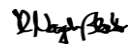
The inside front and facing pages and the outside back and facing pages will be auctioned off on our website (www.albertaholstein.ca) and are available only to breeders.

The directory will be in full color, coil bound and the size will be 4.25"x 11".

The cost for advertising is \$450 for a full page ad and \$300 for a half page ad. Deadline to secure advertising space is **February 28th, 2012** and to submit artwork is **June 30th, 2011**. (Please find included artwork specifications explanation). If you require help to create your ad, contact the office and for a fee of \$50 your ad will be designed.

Thank you for your past support, please indicate in the form provided if you wish to advertise in the 2012 reprint of the Alberta Holstein Breeder directory.

Sincerely,



Heidi Voegeli-Bleiker for
Bob Reck, Advertising Chair Alberta Holstein Association