

As we embrace the summer season, our thoughts are already turning towards fall and the upcoming Guild year. We would be delighted if you could join us as advertisers and vendors as we prepare to resume in-person and hybrid-style meetings.

I am pleased to inform you that registration for the Madison Knitters' Guild's membership year will open July 1, and today marks the beginning of a limited window for you to register as an annual advertiser.

Starting with our September meeting, we will convene at the Barnwood Events Center, located at 3230 Larson Road. This venue is the same as the 2022-2023 year and is conveniently minutes away from the Madison beltline. While we will continue to have in-person meetings, we understand that some individuals may prefer a virtual experience, and therefore, we will continue to be incorporating a virtual component into our meetings to accommodate their participation.

Now, let's explore what this means for you as an advertiser:

- **In-Person Vendor Opportunities:** We are once again able to provide the chance for advertisers to have in-person vendor spots at our meetings. However, due to space limitations and the number of meetings, we cannot guarantee a vendor spot for everyone who expresses interest. Therefore, available slots will be filled through a random drawing, ensuring a fair chance for all interested parties.
- **Virtual Vendor Option:** If you found the virtual vendor option beneficial during the past two years, we are pleased to inform you that it will be available at all meetings throughout the Guild year.
- **Advertising without Vending Option:** This year we are providing you an opportunity to advertise without vending at all!
- **Extensive Visibility:** As an advertiser at all the above levels, your business will receive prominent exposure through various channels, including the MKG newsletter, Knitters Knews, and the MKG website. Your logo will be displayed in all 10 issues of our 2021-2022 Knitters' Knews newsletter, allowing members to conveniently visit your website by simply clicking on your logo. Additionally, your logo will be included in the rotation of all Guild Advertisers, prominently showcased on our home page. Furthermore, your business name, contact information, and website will be featured on the Advertiser tab of the Guild Website, providing an opportunity to offer coupons or discounts to Guild members, which can be updated at your request, at no additional charge.
- **Feature Article Opportunity:** You will have the chance to showcase your business through a feature article in one issue of our Guild newsletters. You can provide a 125-word text and accompanying photos for this purpose. Given the high level of readership, these advertiser articles receive significant attention from MKG members.
- **Additional 1/2 page Feature Articles** are available for just \$20 per month. This is a great way to advertise sales, classes, and outside events you may be taking part in.
- **Meeting Attendance:** One designated representative from your business is welcome to attend Guild meetings, including those restricted to members only.

If you are ready to become an MKG Advertiser, please complete the 2023-2024 MKG Annual Advertiser Form and submit the \$120 or \$85 fee by Friday August 4, 2023 for inclusion in the September Newsletter. This will ensure that your logo is featured in Knitter's Knews, that you are scheduled for a feature article in an upcoming issue, and that you are considered for an in-person or virtual vendor spot.

If PayPal payment is not suitable for you, kindly send a check for \$120 or \$85, made payable to Madison Knitters' Guild, to the following address:

Hedge Becker
MKG Advertising Chair
909 Pasadena Parkway
Waunakee, WI 53597

We sincerely appreciate your support and participation in the Madison Knitters' Guild. If you have any questions or require further information, please do not hesitate to reach out to us. We look forward to collaborating with you during the upcoming Guild year.

Warm regards,

Hedge Becker, Advertising Chair

- **Comments or questions?** Please email me at: advertising@madisonknittersguild.org