



August 23, 2010

Dear Potential Sponsor,

I am in charge of advertising for the Florida State Beekeepers Association. We publish a newsletter and convention program each year in conjunction with our annual meeting. The newsletter, *The Florida Beekeeper*, is published four times a year and goes to approximately 600 subscribers. Advertisers, therefore, can count on their ad reaching the membership on a quarterly basis plus the convention program (a total of five printings); advertisers also receive a complementary copy of the newsletter. In addition, *The Florida Beekeeper* is now available as an electronic publication at yudu.com <http://www.yudu.com/item/details/184071/The-Florida-Beekeeper-July-2010>, providing even more exposure for ads in that publication. Finally, advertisers receive an entry on the Association's official web site, which includes an Internet URL or phone number. It is the only advertisement found on our site <http://floridabeekeepers.org>.

Dr. Malcolm T. Sanford is our association's Executive Secretary, Web Master and newsletter Editor. His expertise in journalism, including over 25 years of experience publishing in most lay journals and newsletters, means that your ad accompanies some of the best content found in any newsletter published by a beekeepers association.

Again, this letter solicits advertising dollars to support publication of *The Florida Beekeeper* and printing the annual convention brochure. Last year's is also available at Yudu.com: <http://www.yudu.com/item/details/97358/Program-for-the->

[2009-Annual-Convention](#) . We have a loyal group of advertisers and hope we can count you for support this year. Our advertising rates continue unchanged from last year and are some of the lowest in the United States and Canada:

Full Page \$140

Half Page \$110

Quarter Page \$60

Business Card \$25

Should you wish to participate in our campaign, please submit the contents of your advertisement, by October 1, 2010, camera-ready, black and white with minimal graphics, preferably in Adobe Acrobat format (.pdf). You may send an electronic file by e-mail or on paper via regular mail to Dr. Sanford, 5002 NW 64th Lane, Gainesville, FL 32653, e-mail: beeactor@apisenterprises.com, phone 352-336-9744.

Finally, we solicit refreshment break sponsorships for the convention set at \$100. All break contributors will be clearly displayed during and between breaks, and a sponsors list will be published in the convention brochure.

Thank you for considering sponsoring an advertisement in the convention brochure, newsletter and on the web site and/or refreshment break at our convention. The meeting will take place October 28th through 30th, 2010 at Estero Community Park, Corkscrew Palms Blvd, Estero, FL 33928 in southwest Florida and we cordially invite your attendance.

Please make your check payable to FLORIDA STATE BEEKEEPERS ASSOCIATION and send them to the following address in care of Gary Ranker: 4211 24 Ave. E., Palmetto, FL 34221.

Sincerely,

Gary J. Ranker,
941-723-2337
e-mail: garyranker@hotmail.com