



The Greater Omaha Barbeque Society GOBS

# Drippings

Advertising Package  
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2005  
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**GREATER OMAHA BARBEQUE SOCIETY---GOBS**

Dear Friend of GOBS,

Thank you for your interest in advertising in *Drippings*, the monthly newsletter of the Greater Omaha Barbeque Society. The *Drippings* Newsletter and its ads are distributed to nearly a thousand barbecue enthusiasts, restaurants, wholesalers and media throughout the Midwest. Beyond that, the *Drippings* Newsletter is linked to the GOBS Website, <http://www.GOBS.org>, and that is linked to Barbeque website's throughout the United States.

The stuff that makes *Drippings* fun, and informative to read, is based on contents that are good-natured and often includes weak attempts at humor and wit. A special issue of *Drippings* is also distributed during GOBS premiere project, the Nebraska State Barbeque Contest, to be held at the State Fair Grounds in Lincoln. The contest is in conjunction with the State Fair in late August.

Since the basic purpose of advertising is to create a familiarity with a business, and to get folks into your restaurant or store, we encourage you to create a promotion that is tied to what readers want to read. Here are some possibilities:

- ⇒ If you are a Barbeque Restaurant or a Barbeque Caterer, we encourage you to host a GOBS monthly meeting at your establishment or to cater a meeting or event.
- ⇒ We encourage you to create a promotion intended to get dyed in the wool Barbeque fanatics into your store; 2 for 1 deals, discounts, beverage specials, or free beans. Whatever!
- ⇒ We will provide a certificate that indicates that GOBS met here, "As Advertised in *Drippings*", newsletter of the GOBS and /or that you are a member of GOBS.



**GREATER OMAHA BARBECUE SOCIETY---GOBS**

## **Advertising Rates**

<b>Eighth Page</b>	<b>Approx. 3" by 5" vertical or horizontal</b>	<b>\$ 150 Annually or \$ 15 per issue</b>
<b>Quarter Page</b>	<b>Approx. 5" by 7" vertical or horizontal</b>	<b>\$ 300 Annually or \$ 30 per issue</b>
<b>Half Page</b>	<b>Approx. 6" by 8" vertical or horizontal</b>	<b>\$ 600 Annually or \$ 60 per issue</b>
<b>Full Page</b>	<b>Approx. 12" by 16"</b>	<b>\$ 1200 Annually or \$ 74.16 per issues</b>
<b>Insert</b>	<b>8 ½ X 11</b>	<b>\$ 100 Each plus Additional postage</b>

### **Terms:**

- A. Ads are to be paid at the time the copy is presented. Ad copy is to be camera ready. Preparation charges will be billed, at cost, to the advertiser.
- B. Ads are generally placed for one year. The yearly fee includes all monthly issues and special issues.
- C. Ads submitted for less than one year, unless it is an insert, will be subject to a \$ 25 processing fee. Ads submitted for less than three months will not be accepted.



GREATER OMAHA BARBEQUE SOCIETY---GOBS

## **Drippings Advertising Order Form**

Thank you for your interest in advertising in Drippings, the monthly newsletter of the Greater Omaha Barbeque Society.

**Date:** \_\_\_\_\_

**Business:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-mail Address:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

Will you offer a discount or promotion to GOBS members who present a membership card to you?

**Yes:** \_\_\_\_\_ **No:** \_\_\_\_\_ I'd consider it: \_\_\_\_\_

Would you like a GOBS certificate to place in your window or on your wall?

**Yes:** \_\_\_\_\_ **No:** \_\_\_\_\_ I'd consider it: \_\_\_\_\_

Are you a GOBS member? **Yes:** \_\_\_\_\_ **No:** \_\_\_\_\_

**I want a \_\_\_\_\_ page advertisement (for 12 months for 10 issues). The photo ready ad copy is attached.**

**12 months Ad cost:** \$ \_\_\_\_\_

**less than 12 months  
(but not less than 3 months)** \$ \_\_\_\_\_

**handling fee of \$ 25  
(if less than 12 months)** \$ \_\_\_\_\_

**GOBS Membership  
( \$35/first year)** \$ \_\_\_\_\_

<http://www.gobs.org/>

**TOTAL** \$ \_\_\_\_\_

Send payment to: GOBS, 10230 "V" Street, Omaha, NE 68127-3040