

Fretz Yankee Informer



Hello:

. . . And thanks for looking!

The intent in bringing you this message is to let you know about a new banjo magazine for both the tenor and plectrum community. By reading through these two pages, you will begin to see that FYI brings a new dynamic to informative sources for banjo related material. Its content is timely, yet timeless. It is visually a delight to see. It includes web site links that take the reader directly to on-line sites, and each issue comes to subscribers in one of two formats, ie., the hard copy, traditional printed way via U. S. mail, or as an email attachment in .pdf format that can be read, saved and printed directly on your computer. You will, of course, need Adobe Reader to view FYI in .pdf format (its free), but either way, FYI is subscriber friendly; our costs are less and you pay less!

For Potential Subscribers

If this new approach to banjo publication peaks your interest, take this as your invitation to become a supporter by subscribing to FYI today. The first issue is slated to be ready for distribution by January 10th, 2008 and subsequent issues will be distributed on the 10th of each month thereafter. Volume 1, Number 1 features articles focusing on banjo personalities, perfecting the tremolo, learning ear playing techniques, a few ads, loads of pictures and graphics plus up-to-date news from the banjo community.

For Potential Advertisers

The FYI format offers a unique ability for advertisers to reach a targeted audience. Your message is visually enhanced in full color and more conducive to attracting attention. Add to this the fact that your ad can include a web link that will immediately take the reader direct to your web site and you can begin to appreciate the added value of advertising in FYI. What makes this medium of particular value to your business is the extremely modest cost to bring your message into the 21st century. Just check out our insertion rates on the following page.

To Inquire Or Order

Until we automate the ordering process, potential subscribers or advertisers should check the rate schedules on the following page to make the appropriate remittance in one of two ways. You may mail payments by personal check or money order to Brad Boone, 6 Concord Street, Fitchburg, MA 091420. Or you may remit payment via PayPal (at www.paypal.com) to the credit of banjoi@aol.com. Either way, we will promptly transmit acknowledgment of your order.

Should you have any questions or wish to submit material for publication, just contact banjoi@aol.com or call Brad at 978-342-3520 for further information.

WELCOME TO FRETZ YANKEE INFORMER

When you receive your copy of FYI as an email attachment, download the attached file to your computer and save it in a convenient location.

To read and enjoy the many features of FRETZ YANKEE INFORMER, you will need to have Adobe Reader up and running on your computer. You can get Adobe Reader *FREE* by downloading from the Adobe web site. When you get to your computer, use the link provided below to take you to this site where you can download the reader completely free - no charge whatever.

Once you have downloaded the Adobe Reader, you will be able to view the pages that make up any issue of FYI. You will be able to view the text and photos all in full color and you will have instant access to any of the web site links included within an issue's articles.

<http://www.adobe.com>

You may access the Adobe site using the link above. Simply copy and paste it into your browser and follow the directions for downloading. Its quick and easy AND best of all, its *FREE*. Once the download is complete, you will be able to access FYI.

Those who order the hard copy version will receive their issue via USPS.

PUBLISHER'S STATEMENT & FYI INFORMATION

SUBSCRIPTIONS: Subscription to FYI is available in either .pdf (ezine) format (sent monthly via email attachment) or as a more traditional hard copy version (pre-paid delivery via USPS in black and white only). The rate for 12 full color issues with direct web site capability in the ezine format is \$12.00 per year. The hard copy version rate is \$18.00 per year (available only in Black & White). Mailed payments by check or money order should be made payable to Brad Boone and sent to 6 Concord St., Fitchburg, MA 01420. Payment via PayPal (<https://www.paypal.com/>) should be credited to the account of banjoi@aol.com.

MANUSCRIPT & COPY SUBMISSION: FYI welcomes all manuscript or copy submissions dealing with plectrum and/or tenor banjo. Of particular interest would be articles focusing on banjo history, regional banjo events, play-out schedules, biographical news, educational features and instruments. We also include workshops, viewpoints, interviews, profiles, cartoons, classified and display advertising. Our goal is to present a wide variety of subject matter of appeal to a broad audience of banjo enthusiasts, and do so in a timely manner. Submissions can not be returned and we cannot guarantee publication if deemed inappropriate. Given our reasonable rates, FYI cannot pay for submissions.

ADVERTISING: One time (basic) insertion rates including the use of color, illustrations and web linking capability are as follows:

1/8th page - \$10.00
1/4 page - \$18.00
1/2 page - \$32.00
Full page \$50.00

Email banjoi@aol.com for additional information.

