

CRAFTMASTER NEWS™

The #1 Source for Events in the Western United States

Advertiser Rate Sheet

(Effective 10/16/07)

EVENT LISTINGS



Events are covered in these States:

AZ, CA, CO, ID, KS, MT, NE, NV, NM, ND, OK, OR, SD, TX, UT, WA & WY

(To list an event in a state that we do not cover, contact us for referral publications)

Event Listing Type	Description	Price
Featured Event Listing	Guaranteed published listing in the printed publication of Craftmaster News, PLUS a featured event listing on our <i>ShowLister™</i> online database.	\$59.00 <i>per Listing*</i>
Free Listing	Published in the printed publication of Craftmaster News up to 6 months in advance of the event. PLEASE NOTE: Free listings are published on a <u>space-available</u> basis and are not guaranteed to be listed. To guarantee your listing please choose the Featured Event Listing Option or Display Ad.	FREE

*Events must be received prior to the publication deadline to be included. See deadlines on the right.

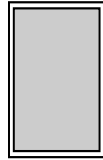
All Listings published on our website at and our partner websites are published from the date received, up to 1 year in advance of the event, until the date of the event(s).

Payment **must** be received prior to publication deadline dates to guarantee publication of the event (see the deadlines and schedule on the right)

To Submit an Event Listing, fill out our Event Listing Form, or visit www.CraftMasterNews.com to submit events online.

Advertisers running Display Ads also receive event listing credit, depending on the size of ad running. Contact us for details.

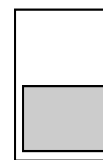
DISPLAY ADVERTISING RATES/SIZES



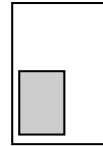
Full Page
7¼" x 9¾"



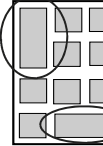
½ Page (Vertical)
3½" x 9¾"



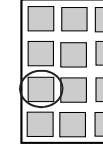
½ Page (Horiz)
7¼" x 5"



¼ Page
3½" x 5"



1/6 Page
2¼" x 5"



1/12 Page
2¼" x 2¼"

PUBLICATION DEADLINES

Craftmaster News is published bi-monthly. Each issue lists up to one year in advance of events. The deadline for ad submission is one month prior to the publication issue.

February issue.....	Jan. 1st
April issue.....	Mar. 1st
June issue.....	May 1st
August issue.....	July 1st
October issue.....	Sept 1st
December issue.....	Nov. 1st

Ad Size	Ad Size	Price (Black & White)	Price (Full Color)
Full Page	7¼" x 9¾"	\$349.00 <i>Per Issue</i>	\$679.00 <i>Per Issue</i>
1/2 Page	3½" x 9¾" (vertical) OR 7¼" x 5" (horiz)	\$209.00 <i>Per Issue</i>	\$349.00 <i>Per Issue</i>
1/4 Page	3½" x 5"	\$139.00 <i>Per Issue</i>	\$229.00 <i>Per Issue</i>
1/6 Page	2¼" x 5"	\$109.00 <i>Per Issue</i>	\$169.00 <i>Per Issue</i>
1/12 Page	2¼" x 2¼"	\$59.00 <i>Per Issue</i>	\$89.00 <i>Per Issue</i>
Preferred Placement	All Sizes (1/4 page and up)	+ 15% of Earned Rate (see Ad Frequency Discounts)	
Classifieds	\$10 for 20 words + \$.50 ea. Additional word.		

Attract More Attention to Your Ad With **Full Color**

CRAFTMASTER NEWS™

INFO & DEMOGRAPHICS

<u>Established:</u>	1982. Downey, CA
<u>Frequency:</u>	Bi-Monthly Publication
<u>Circulation:</u>	8,000+ subscribers 1,000+ chamber of commerce Dist.

Description: The leading publication of event listings in 17 Western States, with over 10,000 events published annually. Includes arts & crafts events, street fairs, festivals, home & garden shows, trade shows, fairs, farmers markets, fine arts shows, antique shows, gem shows, doll & bear shows, and more.

Areas Covered: Currently covering events in 17 Western States: (AZ, CA, CO, ID, KS, MT, NE, NV, NM, ND, OK, OR, SD, TX, UT, WA & WY)

Production/Typesetting Charges

Ad Rates are based on **camera-ready** copy (the graphic art work is exactly to size according to the ad specifications and requirements). Additional charges may apply if ad copy is not provided to specifications.

Typesetting assistance is available on a per-advertisement basis. If you need help designing your advertisement, feel free to contact us for an individual quote. Our graphics team can help you design an attractive ad for reasonable rates (minimum \$25 charge). Typesetting fees depend on size and complexity of ad (i.e. graphics/color/etc.).

Formats Accepted: Most digital formats accepted (PDF, JPG, TIFF, PSD, EPS, etc). CMYK preferred for full color advertisements. Contact us with any questions on formatting.

Ad Frequency Discounts

Repeat advertisements and multiple event listings are eligible for the following discounts (earned rate)*:

2x	5%
4x	10%
6x	15%

***Eligible discounts require full payment prior to ad placement, otherwise ads will be billed at full rate.**

For more information or to reserve advertising space, Call or Email us today.....

CRAFTMASTER NEWS

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