

CRAFTMASTER NEWS™

The #1 Trade Publication for Industry Professionals

Advertising Rates

(Effective 01/01/2011)

EVENT COVERAGE AREAS

Now Covering all States West of the Mississippi River.



Eastern States are covered in our Sister publication, Art & Craft Show Yellow Pages. For additional information visit www.CraftMasterNews.com

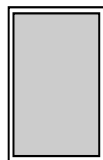
Event Listing Type	Description	Price
Featured Event Listing Program	<ul style="list-style-type: none"> ✓ GUARANTEED published listing in Craftmaster News, up to 12 months in advance of the event until the date of the event. ✓ INCLUDES a featured event listing in our ShowLister™ online database and link to your site. ✓ IMMEDIATE online exposure (website database updated daily). <p>"BEST VALUE and highly suggested for guaranteed listing and maximum exposure!"</p>	<p>\$59 per Listing</p> <p>\$39 for Discount Pricing <i>(Discount pricing is available for all Promoters that include a link to our website on their site. Discount pricing also available for non-profit organizations).</i></p>
Guaranteed Listing Program	<ul style="list-style-type: none"> ✓ GUARANTEED Listing, published in Craftmaster News, up to 12 months in advance of the event until the date of the event. 	\$20 per Listing
Free Listing*	Published in Craftmaster News up to 6 months in advance of the event. Not all events are guaranteed to be listed*	Free*

*Why Guarantee Your Listing(s)? We receive thousands of event listings per issue. Although we try to include as many free event listings as possible, space is limited and listings are published on a space-available basis.

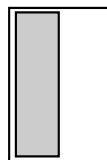
To Submit an Event Listing, fill out our Event Listing Form, or visit www.CraftMasterNews.com to submit events online.

Contact Our Advertising Department Today! (800)871-2341

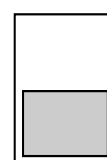
DISPLAY ADVERTISING RATES/SIZES



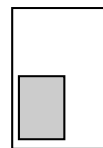
Full Page
7¼" x 9¾"



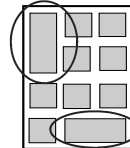
½ Page (Vertical)
3½" x 9¾"



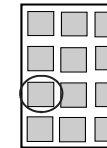
½ Page (Horiz)
7¼" x 5"



¼ Page
3½" x 5"



1/6 Page
2¼" x 5"



1/12 Page
2¼" x 2¼"

PUBLICATION DEADLINES

The deadlines below are a general guideline and vary slightly due to our final print schedule each issue. Contact us for final ad submission dates prior to each issue.

Winter issue.....	Dec. 1st
Spring issue.....	Mar. 1st
Summer issue.....	June 1st
Fall issue.....	Sep. 1st

Ad Description	Size Specifications	Price (Black & White)	Price (Full Color)
Full Page	7¼" x 9¾"	\$399.00 <i>Per Issue</i>	\$589.00 <i>Per Issue</i>
1/2 Page	3½" x 9¾" (vertical) OR 7¼" x 5" (horiz.)	\$239.00 <i>Per Issue</i>	\$349.00 <i>Per Issue</i>
1/4 Page	3½" x 5"	\$139.00 <i>Per Issue</i>	\$199.00 <i>Per Issue</i>
1/6 Page	2¼" x 5"	\$99.00 <i>Per Issue</i>	\$159.00 <i>Per Issue</i>
Classified Ads		\$29.00 up to 30 words + \$.50 ea. additional word.	
Preferred Placement & Premium Positions	Call or Email for Available sizes & positions.	Call or Email for Quote <i>(Typically +20% of earned rate for preferred positioning)</i> **Front Cover, Back Cover, Inside Covers, CALL for availability & current pricing.	

Attract More Attention to Your Ad With Full Color
CALL (800)871-2341

CRAFTMASTER NEWS™

INFO & DEMOGRAPHICS

Established:	1976. Downey, CA
Frequency:	Quarterly (4 times per year)
Circulation:	32,000+ Readership, Over 9,000 subscribers and a 3:1 pick-up. 2,000+ Event Promoter, Chamber of Commerce & direct distribution.
Website:	200,000+ Unique Visitors / Month (Over 1.8 Million Hits per Month)
Description:	The largest event listing trade publication in the Nation. Over 10,000 events published annually. Includes arts & crafts shows, street fairs, festivals, home & garden shows, trade shows, fairs, farmers markets, and more.
Areas Covered:	Currently covering events in all States West of the Mississippi (including AK & HI). For Eastern States, visit www.CraftMasterNews.com

Production/Typesetting Charges

Ad Rates are based on camera-ready copy and exact size specifications. (see ad sizes & specs).

Typesetting assistance is available on a per-advertisement basis. 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). 300dpi or higher resolution preferred for optimal print clarity. Call with any questions.

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, Contact Our Advertising Department today...

CRAFTMASTER NEWS

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Email: info@CraftMasterNews.com