

# Ad Sizes and Material Specifications

## File Formats

Press-Ready PDF preferred, QuarkX-Press, InDesign, EPS, and TIFF files accepted.

## Disks

Label disks with file name (gallery, ad title), application, enclosures (logos, scans, fonts), contact (name, address, phone, fax and e-mail).

## E-mail

Ads sent electronically must include a PDF attachment. Large files may be transferred via FTP.

## Fonts

Adobe fonts preferred. TrueType fonts not accepted. Both screen and printer fonts required. Actual bold and italic fonts required. Font styles should not be created in QuarkXPress.

## Furnished Images

300 dpi required for scans of four-color and halftones. CMYK with SWOP-standard web proofing device required. Further information: [www.swop.org](http://www.swop.org)

## Line Art

TIFF (bitmap) or EPS format at 1200 dpi required for logos, illustrations, etc.

## Proofs

Only a contract-level proof—Kodak Approval, FinalProof, Matchprint, PolaProof—provides an effective guide to color reproduction on press. Laser and inkjet printouts, while informational, are inadequate references for color.

**American Craft assumes no responsibility for color reproduction in the absence of a contract-level proof.**

## Separations

Label photographs, transparencies, slides for separation with percentage of enlargement/reduction and orientation (top, front). Show placement of image (cropping, positioning) by low-resolution FPO scan or an outline sketch. Design/Production fees apply for ad preparation services—separations, typesetting, scanning, alterations, etc.

## Advertising Specifications

### Ad Sizes

#### Full page (portrait)

Trim Size: 8.25in x 10.5in

Type Area: 7.375in x 9.75in

Bleed: 8.5in x 10.75in

#### Full Page Non-bleed

7.375in x 9.75in

#### 1/2 Page Vertical

3.5625in x 9.75in

#### 1/2 Page Horizontal

7.375in x 4.75in

#### 1/4 Page Vertical

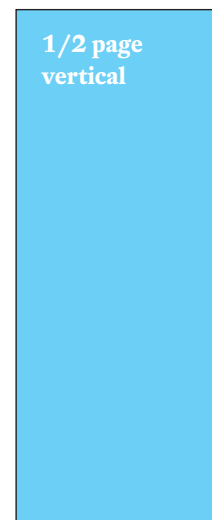
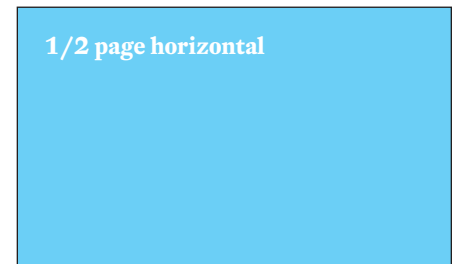
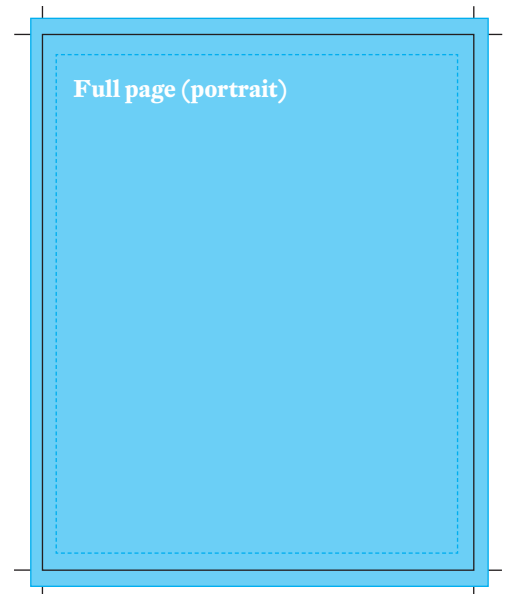
3.5625in x 4.75in

#### Black & White Only

##### 1/8 page horizontal

3.5625in x 2.25in

**American Craft** takes no responsibility for ads that fail to adhere to these standards.



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# Rates and Schedule

## 2010

### Rates

Net rates effective within contract year of six issues.

<b>Four-Color</b>	<b>1 X</b>	<b>3 X</b>	<b>6 X</b>
Full page	\$4,420	\$4,100	\$3,820
1/2 page	2,820	2,680	2,495
1/4 page	1,865	1,765	1,690

Bleed: Full pages only. No additional charge.

### Black & White

	<b>1 X</b>	<b>3 X</b>	<b>6 X</b>
Full page	\$3,100	\$2,975	\$2,835
1/2 page	1,865	1,750	1,630
1/4 page	1,110	1,065	1,030
1/8 page	670	635	605

### Covers: Four-Color Only

	<b>1 X</b>	<b>3 X</b>	<b>6 X</b>
Covers 2 & 3	\$4,875	\$4,645	\$4,415
Back cover	5,490	5,230	4,960

### Classified Advertising

\$3.95 per word, minimum 20 words.

Name and address count as words.

(Example: A.B. Smith is three words.)

\$5 additional for issue carrying ad.

Deadlines below.

### Digital Edition Advertising Included

In 2008 **American Craft** began offering digital, paperless subscriptions through a partnership with Zinio. Digital subscribers are able to see all display, Marketplace and classified ads just as our print subscribers do, but with an interactive advantage. All links within ads are active and clickable for digital subscribers.

## 2010

### Publishing Schedule

#### Issue: February / March

Closing: December 4

On Sale: February 1

#### Issue: April / May

Closing: February 5

On Sale: April 1

#### Issue: June / July

Closing: April 2

On Sale: June 1

#### Issue: August / September

Closing: June 4

On Sale: August 1

#### Issue: October / November

Closing: July 30

On Sale: October 1

#### Issue December / January

Closing: October 1

On Sale: December 1

No cancellations accepted after closing date.

Payment terms: invoices for advertising placed with contract or on open account not paid by specified due date will be subject to a monthly finance charge of 2%. If invoices, including finance charges, are not paid, advertiser is liable for collection costs, such as collection agency fees, attorney fees and court costs.

**American Craft** reserves the right to reject any advertisement, including those not conforming to its standard of text and graphics.

The publisher assumes no liability for instructions not specified in writing or for errors in the Advertising Index.

Minimum print order 41,000.

## Type Reproduction Tips

Thin lines, fine serifs and small type should be restricted to one color. Reproduce all colored type with a minimum of colors. This diminishes undesirable effects of register and color variation inherent in web offset printing.

Reverse type and line art should be no less than .007" (1/2 point rule) at the thinnest part of a character or rule.

Reverse (knock-out) type whose image is produced by removing image from background should use the dominant background color (usually 70% or more) to form the shape of letters. When practical, spread the type in the other colors (making it slightly fatter).

Small type and fine serifs should not be used for reverse type.

The tone surrounding type must be dark enough to ensure legibility.

Overprinted (surprinted) type should not be less than .004" (1/3 point rule) at the thinnest part.

When overprinting solid type, the background should be no heavier than 30% in any one color. If the background is made up of more than one color, the combined colors should be a maximum of 90%.

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# American Craft Marketplace

**American Craft** offers a four-color advertising feature with small-space display ads at very affordable rates. The **American Craft Marketplace** appears in every issue throughout the year.

**American Craft** designs the ad with uniform fonts and consistent image sizes, displaying your products, services and information in an attractive and easy-to-read format.

Advertisers need supply only the image and ad copy. **American Craft** designs the ad at no additional charge.

Rates	1X	3X	6X
Standard Display	\$395	\$365	\$325
Deluxe Display	\$695	\$665	\$625

## Copy Requirements

Copy may not exceed 30 words for standard display ad, or 60 for deluxe display ad. Word count includes headline, body copy and contact information. Copy may be edited to meet editorial and design guidelines.

## Images

Digital images must be 300 dpi, CMYK colors only.

## File Formats

JPEG, EPS or TIFF files.

## Ad Specification

	Sizes	Word Limit
Standard Display	1.5"(h) x 3.75"(w)	30
Deluxe Display	3"(h) x 3.75"(w)	60

## Schedule

Issue	Closing Date	On Sale
Feb/March 10	Dec 4, 09	Feb 1, 10
April/May 10	Feb 5, 10	April 1, 10
June/July 10	April 2, 10	June 1, 10
Aug/Sept 10	June 4, 10	Aug 1, 10
Oct/Nov 10	July 30, 10	Oct 1, 10
Dec/Jan 11	Oct 1, 10	Dec 1, 10

## Submission

E-mail your image and ad copy to [ckrings@craftcouncil.org](mailto:ckrings@craftcouncil.org).

## Questions

Courtney Krings  
1-800-836-3470 x228

American Craft  
72 Spring Street, 6th Floor  
New York, NY 10012

### Standard image

#### Standard

Up to 30 words or copy to promote your product or service. Submit your digital image and ad copy. Let American Craft do the rest.

[www.yournamehere.com](http://www.yournamehere.com)

### Deluxe, vertical image

#### Deluxe, vertical image Two line heading

Up to 60 words of ad copy to promote your product or service. 60 word limit includes headline, body copy and contact information. Copy may be edited to meet editorial and design guidelines.

[www.yournamehere.com](http://www.yournamehere.com)

### Deluxe, horizontal image

#### Deluxe, horizontal image Two line heading

Up to 60 words of ad copy. Image file formats accepted are jpeg, eps, or tiff files. Digital images must be 300 dpi, CMYK colors.

E-mail your image and ad copy to [ckrings@craftcouncil.org](mailto:ckrings@craftcouncil.org). Call 1-800-836-3470x228 with any questions.

[www.yournamehere.com](http://www.yournamehere.com)

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# Rates, Sizes and Specifications for americancraftmag.org

Advertising on americancraftmag.org entitles you to a rotation on the home page, magazine page and calendar page.

## 2010

### Rates

Net rates effective within contract year.

### CPM: \$20

Cost per each 1,000 ad impressions.

### Pages Available

Home page

Magazine page

Calendar page

Blog page

### Statistics

Average monthly page views for americancraftmag.org: 33,100.

Source: Google Analytics, period measured from January 2009 through August 2009.

### Sizes

300x250

### Specifications

All click-through URLs must open in a new browser window.

No expandable or floating ads.

FLASH, GIF, JPG, HTML accepted.

30k Max initial file size

70k Max polite file size\*

100k Total file size

\*This represents the post-page load ("polite") file size. When/if users click off page, additional load must terminate immediately.

### Flash

Frame rate must be no more than 18fps.

File size cannot exceed 30k.

Maximum animation duration is 15 seconds.

### Creative Submission

Send files to ckrings@craftcouncil.org.

## 2010

### Publishing Schedule

Americancraftmag.org is updated upon the completion of each printed issue. Dates below are subject to change.

### Issue: February/March

Online: February 1, 2010

### Issue: April/May

Online: April 1, 2010

### Issue: June/July

Online: June 1, 2010

### Issue August/September

Online: August 1, 2010

### Issue October/November

Online: October 1, 2010

### Issue December/January

Online: December 1, 2010



300x250