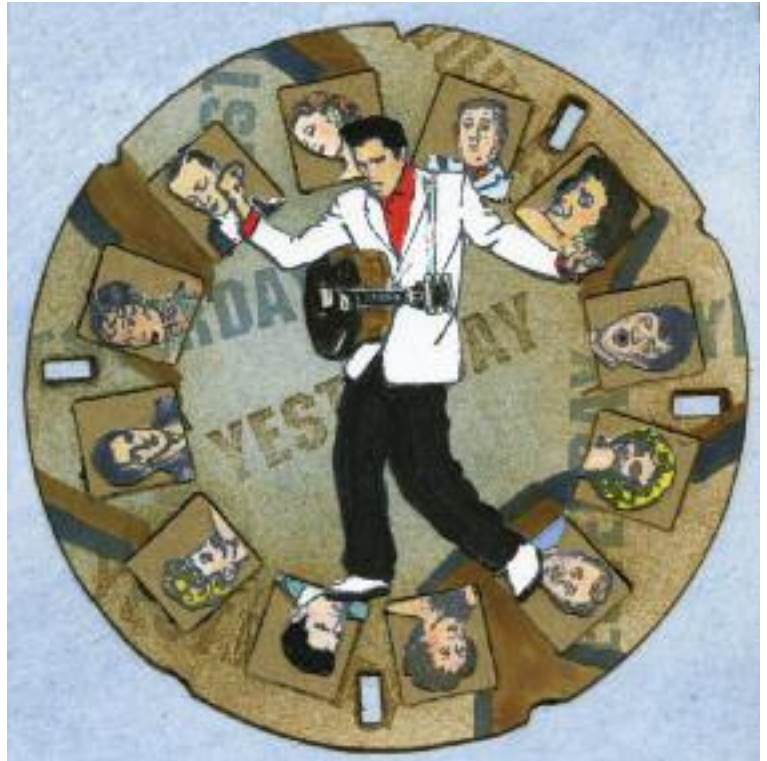


# Rock Around the Clock in 2016 with RubberStampMadness, Elvis and a cast of celebrities.

Advertising contact person,  
when Elvis is not in the house:

Angela Schwindt  
(877) STAMPMA (782-6762) or  
(541) 752-0075  
PO Box 610, Corvallis, OR 97339 or  
216 SW Madison Ave, Ste. 17  
Corvallis, OR 97333  
angela@rsmadness.com  
www.rsmadness.com



## Advertising Information designed to promote your business.

### Display Advertising Color and Black-and-White

Color	1X	4X
Full page	925	825
1/2 page	500	450
1/3 page	400	350
1/4 page	325	275
1/6 page	225	175
1/12 page	150	125

**Black-and-white** 1X 4X  
\$25 off Color Prices  
Complimentary link from rsmadness.com



### Display Classifieds Ads

Dimensions	1X	4X
1.5 x 3 (v)	85	70
3 x 1.5 (h)	85	70

Black-and-white, within RSM Bulletin Board.  
**Word Classifieds \$1.75 per word.**

### Company Ads

Magazine ads in Spring and Fall Issues  
and website ads and or links. Three options  
available:

- Option 1**—Size A magazine ads, plus  
1 year website ad: \$165
- Option 2**—Size B magazine ads, plus  
1 year website ad: \$185
- Option 3**—Two magazine ads (A or B),  
plus 1 yr alphabetical text link  
on website: \$80

**A**  
2.2 x 1.25

**B**  
3.4 x 1.1

### Website Ads

**Website Banner:** 165 x 94 pixels, \$120 per  
year, pro-rated

**Store Page or How-To Page:** 165 x 300  
pixels, \$65 for a year

**Home Page:** 250 x 130 pixels, \$120 for six  
months

### Store Listings

Each Holidays and Summer issue include Store  
in the magazine and link on our website.

Sample listing:

The Cat's Meow  
40315 Junction Dr., Ste. C  
Oakhurst, CA 93644  
(559) 642-6611  
Mon-Sat 9-5  
catsmeow@sti.net  
www.catsmeowstamps.com

	One issue	Both Issues
Store Listing	40	70
When carry RSM	36	63

**Full Page:** 7 x 10  
**Full Page Bleed:**  
8.75 x 11.25  
(Work within 8.25  
x 10.75. Leave  
3/4" around all  
edges without  
text for bleed.)

**1/2 (V)**  
3.375 x 10

**1/2 (H)**  
7 x 4.875

**1/3 (V)**  
2.125 x 10

**1/3 (Island)**  
4.625 x  
4.875

**1/3 (H)**  
7 x 3.25

**1/4 (V)**  
3.375 x 4.875

**1/4 (H)**  
7 x 2.375

**1/12**  
2.125 x 2.375

**1/6 (V)**  
2.125 x 4.875

**1/6 (H)**  
4.625 x 2.375

**Display Classified**  
Two options:  
Either A) 1.5 x 3 or  
B) 3 x 1.5

**A**

**B**

# 2016 Advertising and Editorial Schedule

<u>Issue</u>	<u>Themes</u>	<u>Reservations</u>	<u>Materials Due</u>	<u>On Sale</u>
<b>SPRING (#191)</b> Feb/Mar/Apr	P.S. I Love You Film Strips	Nov. 27	Dec. 11	Feb. 5
<b>SUMMER (#192)</b> May/June/July	Women of the World Out to Sea	Feb. 26	Mar. 11	May 6
<b>FALL (#193)</b> Aug/Sept/Oct	Something Spooky Even Stampers Get the <b>Blues</b>	May 27	June 10	Aug. 5
<b>HOLIDAYS (#194)</b> Nov/Dec/Jan	Winter Trees Tag, You're It!	Aug. 26	Sept. 9	Nov. 4



## Why Advertise?

*Good question. Here are some answers:*

RSM is a “niche” magazine that’s all about stamping. Readers of RSM are actively looking for companies who sells goods and services related to their hobby—companies like yours. Besides reading their own copies, our “pass-along” rate is very high. Stampers share! Plus readers tell us they hang on to their issues for years. Your ad keeps on working! Our ad contract renewal rate is over 95%.

To keep stampers connected to you our website features Rubber Stamp Stores, an up-to-date Convention page, and a Store List page. We also provide How-to pages with plenty of ideas and techniques, information on having Custom Stamps made, and galleries of artwork. From our site, visitors can find advertisers who are just a click away.

**PERKS:** Should you have news to report about your company, just tell us and we’ll tell others, either through our Facebook page or Spotlight and Short Takes columns. Companies with ads 1/3 page or more receive free online stamp company listings.

## Media Checklist

- Color ad: CMYK TIFF, EPS or PDF at 300 dpi.
- Gray-scale or half-tone ad: TIFF, EPS or PDF at 300 dpi.
- Black-and-white ad: TIFF, EPS or PDF at 800 to 1200 dpi.



## Shipping and Mailing

*Things to Remember:*

- Send ads via e-mail to [angela@rsmadness.com](mailto:angela@rsmadness.com) or send to [graphics@rsmadness.com](mailto:graphics@rsmadness.com). Attach as Tiff or PDF file.
- Via USPS send to: RSM, PO Box 610, Corvallis, OR 97339-0610.
- Via delivery service send to: RSM, 216 SW Madison Ave., Ste. 17, Corvallis, OR 97333.
- Questions, call (877) STAMPMA (782-6762) or (541) 752-0075.
- Contact us with questions and ideas.
- **Remember—We’re here to serve you!**



*Artwork  
by Brenda Clark.  
(Stamp credits: Elvis—  
Cornish Heritage  
[Stamper's Ink];  
Marilyn Monroe—  
Rubber Stampede;  
all others—Viva  
Las VegaStamps!)*