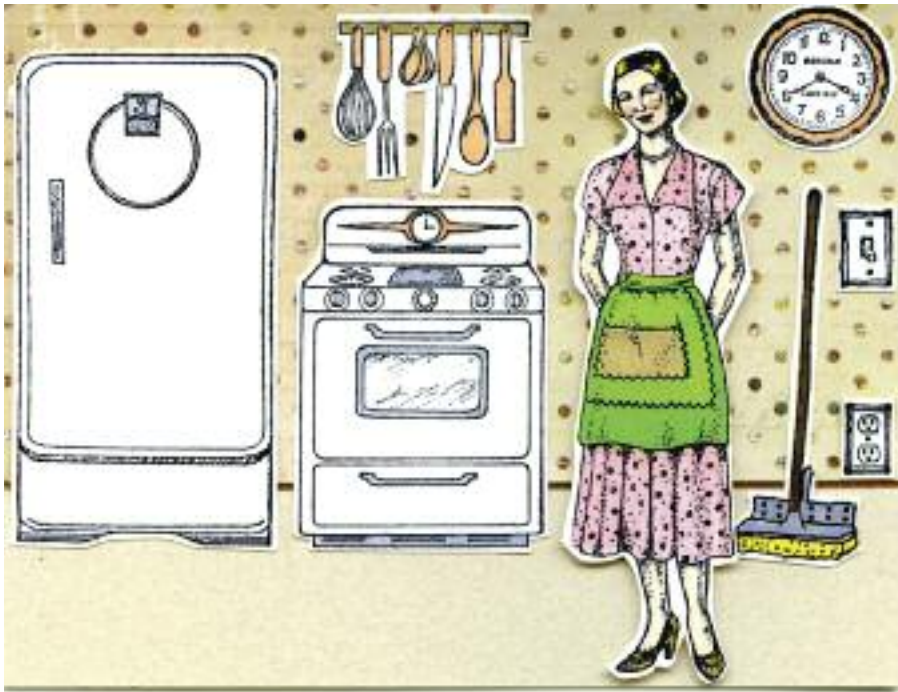


Your recipe for success! Advertising with *RubberStampMadness*



Advertising contact person and good cook:

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

www.rsmadness.com

Advertising Information designed to promote your business.

Display Advertising Color and Black-and-White

Color	1X	4X
Full page	800	700
1/2 page	450	400
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	

Plus a complimentary link from rsmadness.com



Display Classifieds Ads

Dimensions	Price	V	H
1.5 x 3 (v)	70	<input type="checkbox"/>	<input type="checkbox"/>
3 x 1.5 (h)	70	<input type="checkbox"/>	<input type="checkbox"/>

Black-and-white ads, placed 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:

- 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
- Option 4**—1 year website banner ad: \$120

A	B
2.2 x 1.25	3.4 x 1.1

Website Ads

Website Banner: \$120 per year, pro-rated. 165 x 94 pixels
Store Page or How-To Page: \$65 for a year. 165 x 300 pixels
Home Page: \$120 prorated. 250 x 130 pixels

Store Guide

Each Holidays and Summer issue include a Stamp Store Guide in the magazine and link on our website. Sample listing:

Stamping Buddies
 4343 East Galbraith Rd
 Deer Park, OH 45236
 (513) 891-CRFT (2738)
 Mon, Tues, Fri 10-7, Sat 10-5, Sun 10:30-5
 stampingbuddies@fuse.net
 www.stampingbuddies.com

	One issue	Both Issues
Store Listing	40	70
When carry RSM	30	60

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

2017 Advertising and Editorial Schedule

	Issue	Themes	Reservations	Materials Due	On Sale
	SPRING (#195) Feb/Mar/Apr	Foodies Cloud Challenge	Nov. 25	Dec. 9	Feb. 7
	SUMMER (#196) May/June/July	Farms ATC Challenge	Feb. 24	Mar. 10	May 6
	FALL (#197) Aug/Sept/Oct	Black Birds Birthdays	May 26	June 9	Aug. 5
	HOLIDAYS (#198) Nov/Dec/Jan	Holiday Tags Here Comes the Sun	Aug. 25	Sept. 8	Nov. 4

Themes are subject to change. Themes and features for each issue, as well as information on advertising specials will be sent via e-mail well before due dates.

Why Advertise?

Quotes worth reading:

“Stopping advertising to save money is like stopping your watch to save time.”—Henry Ford

“People spend money when and where they feel good.” —Walt Disney

“Creativity without strategy is called art, creativity with strategy is called advertising.”

—Prof. Jef L. Richards

We provide good service to our customers. Here's an unsolicited testimony: I LOVE RSM and am so very grateful for all of the support you've shown both my company and myself over the past year. As cheerleaders and advocates for the stamping community, you are beyond compare. As a source for news, techniques, and

general “getting to know you” articles, *RSM* can't be beat. How lucky I am to be a part of this enthusiastic, supportive, and artistically generous scene. Thank you so very much for all of the hard work, love, and energy that you put into each issue.

—Jennie Henchcliff, Red Handed Rubber

Readers of *RSM* are actively looking for goods and services related to their hobby. Many of our subscriber hold on to their copies for years. You might say *RSM* is the *National Geographic* of the stamping community. Our pass-along rate for sharing copies among stampers is high. Ads keep working.

NOTE: Our ad contract renewal rate is 95%.

Ad Materials 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.
- Questions, call (877) STAMPMA (782-6762) or (541) 752-0075.
- Contact us with questions and ideas. We welcome your input.

• **Remember—We're here to serve you!**



*Artwork
by Yvonne Jenks and
Melinda Sutton*

*(Stamp credits for scene on first page:
Woman—Carmen's Veranda [Lost Coast
Designs]; refrigerator, stove, wall clock—
Stamp 'N' Doodle; mop—Graphic Rubber
Stamp; light switch, wall plug—Neato Stuff;
for clips used throughout—Art Gone Wild
Making a Cake set.)*