

# Soar on high with RUBBERSTAMPMADNESS

## Advertising person:

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(877) STAMPMA (782-6762)  
or (541) 752-0075

RSM, PO Box 610  
Corvallis, OR 97339  
or 216 SW Madison Ave.  
Ste. 17  
Corvallis, OR 97333

www.rsmadness.com



## Advertising opportunities at affordable prices

We're here  
to serve  
you—not  
bug you!



### 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

Take \$25 off Color Prices

Complimentary link from  
rsmadness.com.

### Display Classifieds

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

*Inexpensive year-round advertising. Banner  
ads in magazine and direct links online.*

*These can augment regular ads or serve as  
a good starting point for new advertisers.*

4x—\$180 mag & online or \$120 online only  
(1 year)

3x—\$145 mag & online or \$90 online only

2x—\$110 mag & online or \$70 online only

1x—\$70 mag & online or \$40 online only

Two size options for magazine ads:

<b>A</b> 2.2 x 1.25	<b>B</b> 3.4 x 1.1
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### Store Guide

Each quarterly issue features a Stamp Store  
Guide. Ad includes an online listing with  
link. Big savings to be in all 4!

**Pricing: 4 issues=\$85 3 issues=\$70**  
**2 issues=\$55 1 issue=\$40**  
**\$10 discount when carry RSM!**

Sample listing:

#### Guadalupes Rubber Stamps

114 Don Gaspar Ave.

Santa Fe, NM 87501

(505) 982-9862

Daily 10-5

rubberstamps@stampafe.com

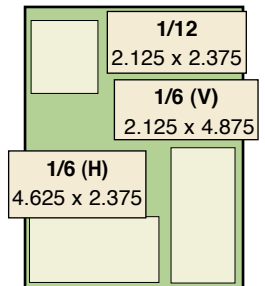
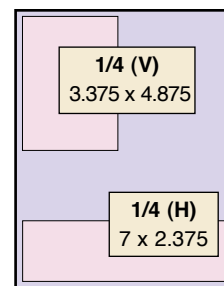
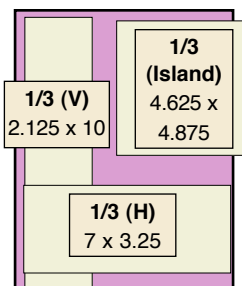
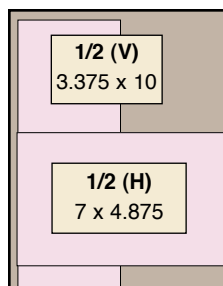
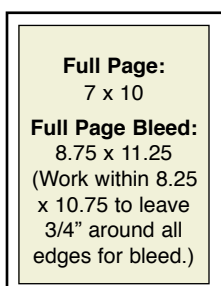
funrubberstamps.com

### Online Ads

**Website Banner:** \$120 per year; start  
any time—cost prorated. 165 x 94 pixels

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

**Home Page:** \$120 per year, start any  
time—cost prorated. 250 x 130 pixels



# 2019 Advertising and Editorial Schedule

Issue	Themes	Reservations	Materials Due	On Sale
SPRING (#203) Feb/Mar/Apr	Science Fiction Geometric-Shape Challenge	Nov. 23	Dec. 11	Last week Jan.
SUMMER (#204) May/June/July	Birds, Bees & Bugs Background Challenge	Feb. 23	Mar. 11	Last week Apr.
FALL (#205) Aug/Sept/Oct	Fright Night Chasing Moonbeams	May 23	June 11	Last week July
HOLIDAYS (#206) Nov/Dec/Jan	Holiday Memories Repeat Yourself Challenge	Aug. 23	Sept. 11	Last week Oct.



*We send emails with news about advertising specials, as well as reminders on upcoming themes and features for each issue.*

## Why Advertise?



RSM works hard to connect stamping businesses with stampers and crafters. Besides affordable advertising rates, **we offer plenty of no-cost options** to help get the word out about your products. Ask for details.

Many readers rate the ads as what they like best about RSM. **You are noticed!**

Besides reaching subscribers worldwide, RSM is sold at rubber stamp, scrapbook and craft stores in the USA and Canada, as well as 500+ Barnes & Nobles stores.

Our goal is to help increase your customer base, promote your products and create new connections.

**Long-time customer, Tom Jackson of Jackson Marking Products Co., sent this testimonial for our 200th Issue: “We’re proud to be on the 30-year RSM advertiser list. We’ve met a lot of fun people along the way and many have become loyal customers.”**

## 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 800-1200 dpi.
- Contact us with ideas. We welcome your input.
- Questions—call (877) STAMPMA (782-6762) or (541) 752-0075.

***We’re here to serve you!***



**NOTE: Our ad contract renewal rate is over 90%—proof RSM has satisfied customers.**

*Artwork on rate card by Christina Hecht from a submission for the Birds, Bees & Bugs theme.  
(Stamp credits: Hummingbird—Michael Strong; leaf, ladybug—Rubber Stampede; small gecko—Big Top Stamps; big flower—Stampendous; bamboo, dragonfly—Stamp Zia; small flower—Co-Motion Rubber Stamps; 4-leaf clover—PSX.)*