

# RUBBERSTAMPMADNESS

## 2020 Advertising Information



### Contact information:

Angela Schwindt  
 angela@rsmadness.com  
 (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  
 Visit: [www.rsmadness.com](http://www.rsmadness.com)

*RubberStampMadness*—The Magazine for Rubber Stamp Arts and Crafts. Started in 1979 and published four times a year. Each issue includes special stamp-related themes, as well as stories and columns promoting stamping—and your products.

### Display Ads in Color in the magazine

	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

**FREE** alphabetic link at [rsmadness.com](http://rsmadness.com) with ad.

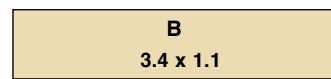
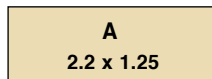
**Black-and-white ads:** \$25 off Color Prices

### Banner ads in magazine and online

*Banner-size ads are available in the magazine and online. These ads work well in conjunction with display ads or as a starting point for new advertisers. Both a direct link and an alphabetical link show up online at [www.rsmadness.com](http://www.rsmadness.com).*

- 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:



**Full Page:**  
7 x 10

**Full Page Bleed:**  
8.75 x 11.25  
(Work within 8.25 x 10.75 to leave 3/4" around all edges 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 Classifieds

Dimensions	Price	Dimensions	Price
1.5 x 3 Vertical	\$70	3 x 1.5 Horizontal	\$70

Black-and-white ads, placed within RSM Bulletin Board.

**Word Classifieds \$1.75 per word.**

### Additional Online Advertising

Online advertising opportunities vary in size and price, depending on page location. Inquire for details. Email [angela@rsmadness.com](mailto:angela@rsmadness.com) or call 877 STAMPMA (782-6762.)

Go to [www.rsmadness.com](http://www.rsmadness.com) for examples of online ads.

# 2020 Advertising and Editorial Schedule

Issue	Reservations	Materials Due	On Sale	Themes
SPRING (#207) Feb/Mar/Apr	Nov. 23	Dec. 11	Last week Jan.	Stamp A Song America The Beautiful
SUMMER (#208) May/June/July	Feb. 23	Mar. 11	Last week Apr.	SHE . . . Truck-Shape Challenge
FALL (#209) Aug/Sept/Oct	May 23	June 11	Last week July	Autumn Leaves Halloween Costumers
HOLIDAYS (#210) Nov/Dec/Jan	Aug. 23	Sept. 11	Last week Oct.	Wish List Map Challenge

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

## Share Your Dream—Advertise in *RSM*



Advertise in our **high-quality print magazine** mailed to subscribers worldwide.

*RSM* is also sold at rubber stamp, scrapbook, and craft stores in the USA and Canada, as well as 500+ Barnes & Nobles stores.

*RSM* works hard to connect stamping businesses with stampers and crafters. Besides affordable advertising rates, **we offer numerous no-cost options** to help get the word out about your products. Email [angela@rsmadness.com](mailto:angela@rsmadness.com) for details.

Many readers rate ads as what they like best about *RSM*. **Your ad is noticed!**

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

## Ad Materials Checklist

- Color ads: CMYK TIFF, EPS or PDF at 300 dpi.
- Gray-scale or half-tone ad: TIFF, EPS or PDF at 300 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!***

Stamp credits for artwork:

**Front page art by Annie Frazer.**

*Stamp and stencil credits:*

*Sentiment—Stampers Anonymous;  
bee—Darkroom Door, dots,  
dashes—Stampin Up!; stencil—  
Balzer Designs.*

**Back page art by Wendy York.**

*Stamp credits: All—York's Little  
Art Studio.*