

# RUBBERSTAMP MADNESS

## 2021 Advertising Information

*Make yourself at home here!*

### Contact information:

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Visit: [www.rsmadness.com](http://www.rsmadness.com)

*RubberStampMadness* is *The Magazine for Rubber Stamp Arts and Crafts*. Started in 1979, there are four issues 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 ads work well in conjunction with display ads or as a starting point for new advertisers. Scrolling banners appear on four website pages, along with alphabetical links.

Magazine & Online	Online only
4x—\$180	4x—\$120
3x—\$145	3x—\$90
2x—\$110	2x—\$70
1x—\$70	1x—\$40

Two size options for magazine ads. Online ads size A only.

**A**  
2.2 x 1.25

**B**  
3.4 x 1.1

**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 — Color or Black-and-White

Display Classified ads are placed within the RSM Bulletin Board. Ads can be full-color or black-and-white.

Two size options, same price for either size.

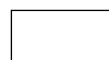
Dimensions Price

1.5 x 3 Vertical \$70



Dimensions Price

3 x 1.5 Horizontal \$70



Word Classifieds \$1.75 per word.

# 2021 Advertising and Editorial Schedule

Issue	Reservations	Materials Due	On Sale	Themes
SPRING (#211) Feb/Mar/Apr	Nov. 23	Dec. 10	Last week Jan.	Bird-Shape Challenge Architecture
SUMMER (#212) May/June/July	Feb. 23	Mar. 10	Last week Apr.	The Great Outdoors It's the Little Things
FALL (#213) Aug/Sept/Oct	May 23	June 10	Last week July	Pumpkins Book Cover Challenge
HOLIDAYS (#214) Nov/Dec/Jan	Aug. 23	Sept. 10	Last week Oct.	Favorite Stamps Count Your Blessings

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

## Our Customers—Our Friends!

We think of all our customers—advertisers and subscribers—as friends. Since 1980, RSM has connected businesses—like yours—with avid and enthusiastic stampers and crafters. That means more friends! Along the way, we've aimed to keep advertising rates affordable. **Plus we offer numerous no-cost options** to get the word out about your products. **And we'll do your ad make-up for FREE!** Contact [angela@rsmadness.com](mailto:angela@rsmadness.com) for details.

Our **print magazine** is mailed to subscribers in the USA, Canada, and worldwide every three months. Our online presence is **rsmadness.com**.

Print magazines are sold at rubber stamp, scrapbook, and craft stores in the USA and Canada, as well as 500+ Barnes & Nobles stores. Our recently updated website reaches crafters and stampers the world over.

Many RSM readers say the ads are one of the things they like best about RSM. **Your ad is noticed!**



Stamp credits for artwork:

**Front page art by Lynette Etzel.** (Stamp credits: Small trees—Stampscares; sand—Sutter Stamps; flowers B & J Art Stamps; all others—unknown.)

**Back page art by Joyce McGinnis.** (Stamp and die credits: Sentiments—Hero Arts; birds, leaves dies—Sizzix.)

## Store Advertising

Each quarterly issue features a Stamp Store Guide. Stores advertising in the guide also receive an online link. Listings in the Store Guide include name, address, phone, email, website or Facebook page, hours. **Big savings when in all 4!**

4 issues=\$85 3 issues=\$70 2 issues=\$55 1 issue=\$35  
\$10 discount when a store carries RSM!

## 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.
- Free ad make-ups available.
- Questions—call (541) 752-0075.