

# Grow your business! Partner with RubberStampMadness

Let us promote your company!

Advertise in our quarterly print magazines mailed to subscribers worldwide and available at rubber stamp, scrapbooking and craft stores in the USA and Canada, as well as over 500 Barnes & Noble book stores.

Take advantage of complimentary options to get the word out about your products.

Online advertising options available at [www.rsmadness.com](http://www.rsmadness.com)

Let me tell you about all these options:

Angela Schwindt, Promotions and Publicity  
[angela@rsmadness.com](mailto: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

## Advertising 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
<b>Black-and-white</b>	<b>1X</b>	<b>4X</b>

\$25 off Color Prices

Plus a complimentary link from [rsmadness.com](http://rsmadness.com)

### Display Classifieds

Dimensions	Price	
1.5 x 3 (v)	70	V
3 x 1.5 (h)	70	H

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

### Online 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

### 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

<b>A</b> 2.2 x 1.25	<b>B</b> 3.4 x 1.1
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### 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](mailto:stampingbuddies@fuse.net)  
[www.stampingbuddies.com](http://www.stampingbuddies.com)

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



We're up early on the farm, working for you!



**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

# 2018 Advertising and Editorial Schedule



<u>Issue</u>	<u>Themes</u>	<u>Reservations</u>	<u>Materials Due</u>	<u>On Sale</u>
SPRING (#199) Feb/Mar/Apr	Fantasy Shirt-Shape Challenge	Nov. 23	Dec. 11	Last week Jan.
SUMMER (#200!) May/June/July	How Stamping Changed My Life In the Good Ole Summertime	Feb. 23	Mar. 11	Last Week Apr.
FALL (#201) Aug/Sept/Oct	Full Moon Photo Frame Challenge	May 23	June 11	Last week July
HOLIDAYS (#202) Nov/Dec/Jan	Merry & Bright Say It With Stamps	Aug. 23	Sept. 11	Last week Oct.

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

## Why Advertise?



Readers of **RSM** are actively looking for goods and services related to their hobby. Subscribers are known to hold on to their copies for years. You might say *RSM* is the *National Geographic* of the stamping community. Our pass-along rate—copies shared among stampers—is high.

**Your ads keep on working. Our ad contract renewal rate is 95%.**

*A satisfied customer reports:*

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, *RSM* is beyond compare. As a source for news, techniques, and general "getting to

know you" articles, *RSM* is the best. 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's put into each issue.

—Jennie Hinchcliff,  
*Red Handed Rubber*

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

***We're here to serve you!***



## Complimentary promotional options:

- *Spotlight reviews in each issue*
  - Free online ad with 1/2 page or larger print ad
- *Company news within the RSM Bulletin Board*
- *Photos and write-ups in Store Guide and Calendar*
  - News/links on our Facebook page
  - Convention and retreat listings at [rsmadness.com](http://rsmadness.com)

*Image credits: Front page: Rooster—Stamps by Judith; sun, pig—Deadbeat Designs. Back page: Top farm scene clouds—Mostly Animals; sun—Rubber Stampede; hill, small grass—Evolving Images, others—Stampscape; farmer on tractor—Penny Black; cows—100 Proof Press, Co-Motion.)*