

2009 Advertising Rates & Requirements

The ANVIL'S RING and HAMMER'S BLOW

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Classified Ads

\$20 each insertion. Limited to 35 words.

Special Positions, Color & Inserts

Designated Position, 10% of base rate
Inside Covers, 20% of base rate
Color: 2nd color, \$200
4-color process, \$500
Inserts, \$1400 per issue

Accounting

15% commission is available to recognized agencies according to magazine publishing standards.

2009 Advertising Rates

For black-and-white ads in either *The Anvil's Ring* or *Hammer's Blow*:

	1X	4X	8X
Full page	\$815	\$769	\$728
2/3 page	576	543	513
1/2 page	454	426	401
1/3 page	305	288	272
1/4 page	236	224	211
1/6 page	167	156	148

Production

Digital files may be submitted in the following software formats:

- Adobe InDesign
 - Adobe Illustrator
 - Adobe Photoshop
 - PDF, Jpg or Tiff
- We will make every possible effort to read digital files submitted in the formats listed above. However, the magazine will not be responsible for incomplete or unreadable files. If you

need design services or assistance with creating camera-ready art or desire a color ad, please contact the editor for rates and information.

- Ad design and production are available on an individual-fee basis.
- The Publisher reserves the right to reject advertising copy and/or art work.

Mechanical Requirements

Ad Size	Width"	Height"
Full Page	7 1/4	9 3/4
2/3 Page	4 7/8	9 3/4
1/2 Vertical	3 9/16	9 3/4
1/2 Horizontal	7 1/4	4 13/16
1/3 Vertical	2 5/16	9 3/4
1/3 Horizontal	4 7/8	4 13/16
1/4 Page	3 9/16	4 13/16
1/6 Vertical	2 5/16	4 13/16

Online Marketplace

Your ad can be online and linked to your website for only \$30 a month at <http://www.abanamarket.com>.

2009 COPY DEADLINE AND PUBLICATION DATES

- THE ANVIL'S RING -

Winter issue: Copy & ad space deadline **Dec 15, 2008**
Publication date **March 15**

Spring issue: Copy & ad space deadline **April 1**
Publication date **June 15**

Summer issue: Copy & ad space deadline **July 1**
Publication date **Sept 15**

Fall issue: Copy & ad space deadline **Oct 1**
Publication date **Dec 15**

- HAMMER'S BLOW -

Winter issue: Copy & ad space deadline **Jan 31, 2009**
Publication date **March 15**

Spring issue: Copy & ad space deadline **April 28**
Publication date **June 15**

Summer issue: Copy & ad space deadline **July 25**
Publication date **Sept 15**

Fall issue: Copy & ad space deadline **Nov 3**
Publication date **Dec 15**



The Anvil's Ring and *Hammer's Blow* are each mailed quarterly to all members. Membership approximately 5,000 with a pass-along rate of three readers for every magazine. That equates to about 15,000 highly targeted readers of your message each time it appears in *The Anvil's Ring* or *Hammer's Blow*.

Mechanical Visual Examples

2/3 Vertical 4 7/8 x 9 3/4	Full Page 7 1/4 x 9 3/4
1/4 Page 3 9/16 x 4 13/16	1/6 Vert. 2 5/16 x 9 3/4
1/3 Vert. 2 5/16 x 9 3/4	1/3 Horiz. 4 7/8 x 4 13/16
1/2 Vert. 3 9/16 x 9 3/4	1/2 Page Horizontal 7 1/4 x 4 13/16