

**Black & White Ad Rates:** per insertion, net prices

Ad size	1x	2x	3x	4x
1 page	600	560	540	500
2/3 page	500	460	440	400
1/2 page	400	360	340	300
1/3 page	300	270	250	230
1/4 page	250	210	190	150
1/6 page	150	140	130	120
1/8 page	120	115	110	100
1/10 page	100	95	90	85
1/12 page	85	80	75	70
1" 2-column	70	65	60	55
1" 3-column	55	50	45	40

**Extended Run Savings**

Ads placed for 8x receive additional 10% discount  
 Ads placed for 12x receive additional 20% discount  
 (discount taken off 4x pricing)

**FREE AD CREATION**

or supply your own previously designed ad

**Four Color:** All color files must be in CMYK format

Ad size	1x	2x	3x	4x
1 page	800	760	740	700
2/3 page	700	660	640	600
1/2 page	600	560	540	500
1/3 page	500	470	450	430
1/4 page	450	410	390	350
1/6 page	350	340	330	320
1/8 page	320	315	310	300
1/10 page	300	295	290	285
1/12 page	285	280	275	270

**Covers:** All covers must be in CMYK with 1/8" bleed

Back Cover	1000	960	940	900
Inside Front	900	860	840	800
Inside Back	800	760	740	700

**THE BOWYER'S JOURNAL™**  
 Family owned and operated.  
 Printed in the USA.

**THE BOWYER'S JOURNAL™**  
*Magazine*

The **ONLY** magazine dedicated entirely to bowyers and the art of crafting, hunting and shooting traditional and primitive bows, arrows and related equipment with subscribers in over 20 countries as well as national and international newsstand representation through Disticor Magazine Distribution Services, one of the most recognized distributors in the world.

Advertising in *The Bowyer's Journal™* will bring your products and services directly to the customers your business needs. Contact us today with questions or to get started:

Karen Halbleib  
 Co-Publisher • Advertising Representative  
*The Bowyer's Journal™*  
 P.O. Box 189  
 Oakdale, PA 15071  
 Phone: 412-278-0616  
 ads@bowyersjournal.com

We welcome you to learn more about our magazine by visiting our web page:

[www.bowyersjournal.com](http://www.bowyersjournal.com)

*Carrying On The Age Old Challenge*

**THE BOWYER'S JOURNAL™**  
*Magazine*



**Advertising Rate Card #2**

Effective: January 1, 2006

# THE BOWYER'S JOURNAL™

Magazine

P.O. Box 189  
Oakdale, PA 15071  
412-278-0616  
www.bowersjournal.com

## ADVERTISING RATE CARD #2

Effective: January 1, 2006

Closing Date:	Issue:	On Sale:
January 1, 2006	Mar/Apr/May	February
April 1, 2006	Jun/Jul/Aug	May
July 1, 2006	Sep/Oct/Nov	August
October 1, 2006	Dec/Jan/Feb	November
January 1, 2007	Mar/Apr/May	February
April 1, 2007	Jun/Jul/Aug	May
July 1, 2007	Sep/Oct/Nov	August
October 1, 2007	Dec/Jan/Feb	November
January 1, 2008	Mar/Apr/May	February
April 1, 2008	Jun/Jul/Aug	May
July 1, 2008	Sep/Oct/Nov	August
October 1, 2008	Dec/Jan/Feb	November

### Display Ad Sizes (width x height):

1 page	7 <sup>1</sup> / <sub>4</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	1/6 page	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
2/3 page	4 <sup>3</sup> / <sub>4</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	1/6 page	4 <sup>3</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
1/2 page	7 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	1/6 page	3 <sup>1</sup> / <sub>2</sub> " x 3"
1/2 page	4 <sup>3</sup> / <sub>4</sub> " x 7 <sup>1</sup> / <sub>2</sub> "	1/8 page	2 <sup>1</sup> / <sub>4</sub> " x 3 <sup>3</sup> / <sub>4</sub> "
1/2 page	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	1/8 page	3 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>2</sub> "
1/3 page	4 <sup>3</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	1/10 page	3 <sup>1</sup> / <sub>2</sub> " x 2"
1/3 page	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	1/12 page	2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
1/3 page	7 <sup>1</sup> / <sub>4</sub> " x 3 1/8"	1/12 page	3 <sup>1</sup> / <sub>2</sub> " x 1 <sup>1</sup> / <sub>2</sub> "
1/4 page	4 <sup>3</sup> / <sub>4</sub> " x 3 <sup>3</sup> / <sub>4</sub> "	1" column	3 <sup>1</sup> / <sub>2</sub> " x 1"
1/4 page	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	1" column	2 <sup>1</sup> / <sub>4</sub> " x 1"

Dimensions are outside to outside including border

**REGULATIONS:** All advertising is subject to Publisher's approval and the Publisher reserves the right to reject any advertising. No fraudulent or misleading advertising, or advertising containing compound bows, crossbows, expanding and/or punch tip broadheads, or ATVs will be accepted. All advertisement placing including without limitation, position, separations, facing editorial adjacencies or other stipulations are at the sole discretion of the publisher. The Advertiser and/or its agency represent that they are properly authorized to publish/use the entire contents of supplied copy materials. Further, the Advertiser and/or its agency represent that there is nothing within the supplied copy materials that is libelous, privacy invading, or in any violation of any anti-discriminating laws. The liability of the Publisher for errors or omissions in which it may be held responsible will not exceed the cost of the space ordered or occupied by the error. It is further understood that the Advertiser and/or its agency will indemnify and hold the Publisher harmless from and against any loss, expense, or any other liability resulting from any claims or suits that may arise out of the publication of such an advertisement.

### BINDING NATURE OF REGULATIONS AND TERMS:

All advertisement orders accepted are subject to these Regulations and Terms. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with this Rate Card or the Publisher's policies, shall be binding on the Publisher. Rates subject to change without notice.

**TERMS:** Initial runs must be prepaid with order. No agency discounts. Rates are net and per insertion. Terms are net 15 days. Failure to pay advertisement before next closing date on multiple runs may result in the advertisement being pulled. If payment is late the publisher reserves the right to pull the ad and not run any ad for the advertiser again until full payment is received. No changes or cancellations after closing date. A charge of 1<sup>1</sup>/<sub>2</sub>% interest per month will be added to all balances overdue. All returned checks will be subject to a \$20.00 charge. All accounts over 60 days past due may be charged a \$10.00 collection charge and turned over to a collection agency.

**CANCELLATIONS AND CONDITIONS:** If a contract is cancelled prior to fulfillment, we will recalculate the rate based on published rates. No penalty will be applied if the contract is cancelled in order to initiate a longer term contract. Cancellations of any contracted issue voids all rate protection for the remainder of the contract. Please note: all orders are non-cancelable and non-changeable after the closing dates.

**SUBMITTING ADS:** Electronic-built ads are accepted in any Adobe format (InDesign, PhotoShop, Illustrator, etc), or TIFF, EPS, and high quality JPEG. Original InDesign documents or TIFF files are always preferred. We accept ads on CD, 3.5" floppy or e-mail. E-mail ads@bowyersjournal.com We also accept photos and high quality laser printouts. Please provide glossy prints. Laser printouts should be 300 dpi and 85 lpi half tone frequency. Color separations must be CMYK. Include a match print or color key.

## CLASSIFIED ADVERTISEMENTS

\$1.20 per word — \$24 minimum per issue.  
Classified ads must be prepaid with order.

### Extended Run Savings:

Prepay 4 issues-\$1.05 per word-\$84 min.

Classified ads will be printed in the magazine and on the classifieds section of our web page. Complete name, address and phone number must be included separately if not in the ad. First 3 words can be all caps and bold at no charge. Additional all caps and/or bold words are an additional 50¢ each.