2022 Ad Schedule

Woodcarving Illustrated							
Issue Name	Ad Reservation Due Ad Materials Due Billing Date Subscribers News						
WCI #98 Spring	18-Nov	24-Nov	31-Jan	19-Jan	8-Feb		
WCI #99 Summer	3-Mar	10-Mar	30-Apr	27-Apr	17-May		
WCI #100 Fall	2-Jun	9-Jun	31-Jul	27-Jul	16-Aug		
WCI #101 Winter	1-Sep	8-Sep	31-Oct	26-Oct	15-Nov		

Scroll Saw Woodworking & Crafts							
Issue Name	Ad Reservation Due	On Sale Newsstands					
SSW #86 Spring	27-Oct	3-Nov	31-Dec	21-Dec	12-Jan		
SSW #87 Summer	3-Feb	10-Feb	30-Mar	30-Mar	19-Apr		
SSW #88 Fall	4-May	11-May	30-Jun	28-Jun	19-Jul		
SSW #89 Winter	4-Aug	11-Aug	30-Sep	28-Sep	18-Oct		

Special Publications							
Issue Name Ad Reservation Due Ad Materials Billing Date Subscribers Newsstand							
Special Pub: Puzzles & Toys	6-Jan	13-Jan	30-Mar	N/A	22-Mar		
Special Pub: Whittling	29-Jun	6-Jul	30-Sep	N/A	13-Sep		

Email Newsletter						
Short Cuts (SSW) Strop Talk (WCI)						
Issue #25	3-Feb	Issue #25	10-Mar			
Issue #26	26-May	Issue #26	9-Jun			
Issue #27	18-Aug	Issue #27	15-Sep			
Issue #28	10-Nov	Issue #28	15-Dec			



2022 Print Rate Card

Priority Positions

of ads

Position

	1x	2x	3x	4x	5x	6x
Back Cover	\$2860	\$2405	\$2310	\$2210	\$2080	\$2070
Inside Front Cover	\$2310	\$1945	\$1865	\$1785	\$1680	\$1670
Inside Back Cover	\$2310	\$1945	\$1865	\$1785	\$1680	\$1670
2 Page Spread	\$2530	\$2125	\$2040	\$1955	\$1840	\$1830

Regular Display

of ads

∆d Size

_		1x	2x	3x	4x	5x	6x
	Full Page	\$1430	\$1200	\$1150	\$1105	\$1040	\$1035
	¾ Page	\$1100	\$925	\$890	\$850	\$800	\$795
	½ Page	\$965	\$810	\$775	\$745	\$705	\$700
	⅓ Page	\$745	\$625	\$600	\$575	\$545	\$540
	¼ Page	\$550	\$465	\$445	\$425	\$400	\$390
	% Page	\$415	\$345	\$335	\$320	\$305	\$300
	⅓₂ Page	\$280	\$235	\$225	\$220	\$205	\$200



2022 Print Rate Card

Priority Positions

of ads

osition

	1x	2x	3x	4x	5x	6x
Back Cover	\$2420	\$2035	\$1970	\$1870	\$1760	\$1750
Inside Front Cover	\$1980	\$1665	\$1630	\$1530	\$1440	\$1430
Inside Back Cover	\$1980	\$1665	\$1630	\$1530	\$1440	\$1430
2 Page Spread	\$2310	\$1945	\$1885	\$1785	\$1680	\$1670

Regular Display

of ads

d Size

	1x	2x	3x	4x	5x	6x
Full Page	\$1210	\$1000	\$965	\$935	\$880	\$875
¾ Page	\$990	\$835	\$800	\$765	\$720	\$715
½ Page	\$795	\$665	\$640	\$615	\$575	\$575
⅓ Page	\$595	\$500	\$475	\$460	\$430	\$430
¼ Page	\$460	\$385	\$370	\$355	\$335	\$330
% Page	\$330	\$275	\$265	\$255	\$240	\$240
½ Page	\$240	\$200	\$190	\$185	\$175	\$170

Mechanical Specs for Print Ads

Magazine Trim Size: 8-3/8"W x 10-7/8"H

Magazine Bleed Size: 8-3/4"W x 11-1/4"H (3/16" bleed)

Ad Sizes:

Full Page	7-1/4"W x 9-3/4"H
2/3 Page	4-3/4"W x 9-3/4"H
1/2 Page Vertical	3-1/2"W x 9-3/4"H
1/2 Page Horizontal	7-1/4"W x 4-3/4"H
1/3 Page Vertical	2-1/4"W x 9-3/4"H
1/3 Page Square	4-3/4"W x 4-3/4"H
1/4 Page Vertical	3-1/2"W x 4-3/4"H
1/6 Page Vertical	2-1/4"W x 4-3/4"H
1/6 Page Horizontal	4-3/4"W x 2-1/4"H
1/12 Page Square	2-1/4"W x 2-1/4"H

Materials

We prefer PDF files with all fonts and images embedded. We will also accept flattened TIF files or layered PSD files.

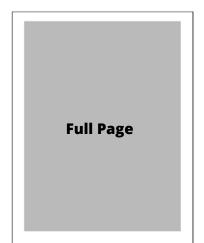
All files must be CMYK and 300dpi.

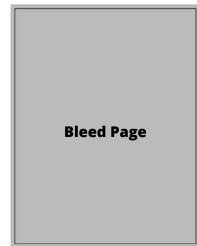
Other formats: Adobe Illustrator .Al files with all fonts converted to outlines, and accompanied by any linked images. Adobe InDesign .INDD or .IDML files, properly packaged with fonts and images. **Both of these file types require a laser proof to be provided with the files.

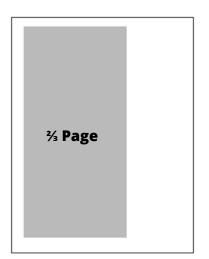
Submit art files by upload to our ftp site, via WeTransfer, or mail art files on a CD or DVD.

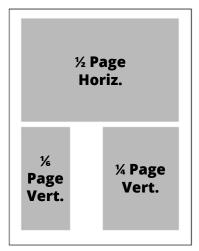
FTP LOGIN:

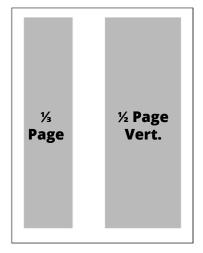
Username: Mag_Ads Password: AdsFox7865!

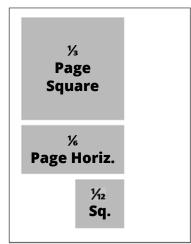












Production Charges

Ad Creation: \$75 per hour, one hour min.

Changes to Ads: \$45 flat fee

Pick ups requiring both photo and type changes billed at \$75 per hour rate.