

Art & Craft Show Yellow Pages™

The #1 Trade Publication for Industry Professionals

Advertising Rates

(Effective 12/01/09)

EVENT COVERAGE AREAS

Now Covering all States East of the Mississippi & neighboring States



Western States are covered in our Sister publication, *Craftmaster News*.

www.CraftmasterNews.com

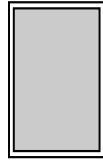
Event Listing Type	Description	Price
Featured Event Listing Program	<ul style="list-style-type: none"> ✓ GUARANTEED published listing in ACYSP, up to 12 months in advance of the event until the date of the event. ✓ INCLUDES a featured event listing in our <i>ShowLister™</i> online database and link to your site. ✓ IMMEDIATE online exposure (website database updated daily). <p>"BEST VALUE and highly suggested for guaranteed listing and maximum exposure!"</p>	<p>\$59 per Listing</p> <p>\$39 for Discount Pricing <i>(Discount pricing is available for all Promoters that include a link to our website on their site. Discount pricing also available for non-profit organizations).</i></p>
Guaranteed Listing Program	<ul style="list-style-type: none"> ✓ GUARANTEED Listing, published in ACYSP, up to 12 months in advance of the event until the date of the event. 	\$20 per Listing
Free Listing*	Published in ACSYP up to 6 months in advance of the event. Not all events are guaranteed to be listed*	Free*

***Why Guarantee Your Listing(s)?** We receive thousands of event listings per issue. Although we try to include as many free event listings as possible, space is limited and listings are published on a space-available basis.

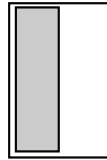
To Submit an Event Listing, fill out our Event Listing Form, or visit www.CraftmasterNews.com to submit events online.

Contact Our Advertising Department Today! (800)871-2341

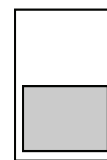
DISPLAY ADVERTISING RATES/SIZES



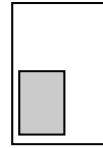
Full Page
7¼" x 9¾"



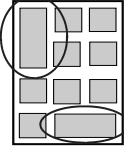
½ Page (Vertical)
3½" x 9¾"



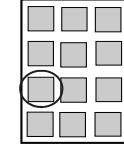
½ Page (Horiz)
7¼" x 5"



¼ Page
3½" x 5"



1/6 Page
2¼" x 5"



1/12 Page
2¼" x 2¼"

PUBLICATION DEADLINES

Art & Craft Show Yellow Pages is currently published quarterly. Each issue lists up to one year in advance of events. The deadline for ad submission is the 10th of the month prior to the publication.

Issue Date	Deadline
January issue.....	Dec 10th
April issue.....	Mar 10th
July issue.....	June 10th
October issue.....	Sept 10th

***Deadline Dates are approximate for our Printing Schedule. If you have missed the publication deadline please contact us ASAP for availability.

Ad Size	Ad Size	Price (Black & White)	Price (Full Color)
Full Page	7¼" x 9¾"	\$389.00 <i>Per Issue</i>	\$589.00 <i>Per Issue</i>
1/2 Page	3½" x 9¾" (vertical) OR 7¼" x 5" (horiz)	\$209.00 <i>Per Issue</i>	\$319.00 <i>Per Issue</i>
1/4 Page	3½" x 5"	\$139.00 <i>Per Issue</i>	\$199.00 <i>Per Issue</i>
1/6 Page	2¼" x 5"	\$99.00 <i>Per Issue</i>	\$159.00 <i>Per Issue</i>
1/12 Page	2¼" x 2¼"	\$69.00 <i>Per Issue</i>	\$99.00 <i>Per Issue</i>
Preferred Placement* (*If Available)	Available for 1/2 Page Size and Greater.	Call or Email for Quote <i>(Typically +20%, pricing varies depending on ad position)</i>	
Classifieds	\$20 for 25 words + \$.50 ea. Additional word.		

Attract More Attention to Your Ad With **Full Color**

ART & CRAFT SHOW YELLOW PAGES™

INFO & DEMOGRAPHICS

Established: 1982. Jacksonville, FL / Red Hook, NY
*(Acquired in 2007 by Craftmaster Enterprises, publishers of **Craftmaster News** in the West.)*

Frequency: Quarterly (Jan / Apr / Jul / Oct)

Circulation: 16,000+ Readership, Over 5,000 subscribers and a 3:1 pick-up. 1,000+ Event Promoter, Chamber of Commerce & direct distribution.

Website: 140,000 Unique Visitors / Month
(Over 1 Million Hits per Month)

Description: Largest trade publication for industry professionals, covering 28 Eastern States. Over 10,000 events published annually. Includes arts & crafts shows, street fairs, festivals, home & garden shows, trade shows, fairs, farmers markets, and more.

Areas Covered: The Entire Northeast, Southeast and Midwestern States (see Map or Website).

Production/Typesetting Charges

Ad Rates are based on camera-ready copy and exact size specifications (see ad sizes & specs for details).

Typesetting assistance is available on a per-advertisement basis. Our graphics team can help you design an attractive ad for reasonable rates (minimum \$25 charge). Typesetting fees depend on size and complexity of ad.

Formats Accepted: Most digital formats accepted (PDF, JPG, TIFF, PSD, EPS, etc). 300dpi or higher resolution preferred for optimal print clarity. Call with any questions.

Ad Frequency Discounts

Repeat advertisements and multiple event listings are eligible for the following discounts (earned rate)*:

2x	5%
4x	10%
6x	15%

*Eligible discounts require full payment prior to ad placement, otherwise ads will be billed at full rate.

For more information or to reserve advertising space, Contact Our Advertising Department today...

ART & CRAFT SHOW YELLOW PAGES™

c/o CraftMaster News PO Box 39429, Downey, CA 90239
(800) 871-2341 (562) 904-0546 FAX

Website (West): www.Craftmasternews.com
Website (East): www.ArtsCraftsShowBusiness.com
Email: info@CraftMasterNews.com