

**The ANVIL'S RING  
and  
HAMMER'S BLOW**

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Georgetown, CA 95634

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**Advertising Rates & Specifications**

*The Anvil's Ring* and *Hammer's Blow* are the official publications of the Artist Blacksmith Association of North America. Each is mailed quarterly to all members. Membership is now more than 5,000, with a pass-along rate of three readers for every magazine. That equates to approximately 15,000 highly targeted readers of your message each time it appears in *The Anvil's Ring* or *Hammer's Blow*.

**2008 Advertising Rates**

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

	<b><u>1X</u></b>	<b><u>4X</u></b>	<b><u>8X</u></b>
Full page.....	\$728	\$687	\$650
2/3 page.....	514	485	458
1/2 page.....	405	380	358
1/3 page.....	272	257	243
1/4 page.....	211	200	188
1/6 page.....	149	139	132

**Classified Ads**

**\$20 each insertion. Limited to 35 words.**

**ADDITIONAL CHARGES FOR POSITIONS, COLOR AND 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



## **2008 COPY DEADLINE AND PUBLICATION DATES**

### **- THE ANVIL'S RING -**

#### *Winter issue:*

**Copy & ad space deadline-----December 3, 2007**

**Publication date----February 1, 2008**

#### *Spring issue:*

**Copy & ad space deadline-----March 3**

**Publication date----May 1**

#### *Summer issue:*

**Copy & ad space deadline-----June 2**

**Publication date---August 1**

#### *Fall issue:*

**Copy & ad space deadline-----September 1**

**Publication date---November 3**

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### **- HAMMER'S BLOW -**

#### *Winter issue:*

**Copy & ad space deadline-----January 31, 2008**

**Publication date—March 17**

#### *Spring issue:*

**Copy & ad space deadline-----April 28**

**Publication date---June 16**

#### *Summer issue:*

**Copy & ad space deadline-----July 25**

**Publication date—September 15**

#### *Fall issue:*

**Copy & ad space deadline-----November 3**

**Publication date—December 15**