

Cribbage World

Ad Rates (effective 1-1-2008)

David Aiken
Editor, *Cribbage World*
P.O. Box 313
Ada, Michigan 49301-0313

phone: 616.897.8727
fax: 616.897.7198
email: cribbage@iserv.net

1. Ads should be submitted in electronic format, preferably as a PDF, although a Word document (saved as an RTF) is also acceptable. (Hard copy of ads may be submitted only if printed in high-quality mode.)
2. Ads cannot contain any color—everything must be in black (or gray) type on a white (or gray) background.
3. Ads must be formatted to the appropriate size:

<i>size</i>	<i>maximum dimensions (vertical x horizontal)</i>	<i>1x cost</i>	<i>12x cost</i>
half column	4" x 2.5"	\$35	\$350
full column	8" x 2.5"	\$60	\$600
half page	4" x 5"	\$60	\$600
full page	8" x 5"	\$100	\$1,000

4. Ads must be accompanied by full payment. Make checks payable to the “American Cribbage Congress” and mail to the address above.
5. Email the ad as an attachment to **cribbage@iserv.net** with clear instructions about what *Cribbage World* issue(s) you wish it to appear in.
6. **Classified ads** (\$15 a month, \$60 for six months, \$100 for one year) are one column wide and one inch deep and allow up to five lines of type for each vendor to list name, phone, email, website, item(s) being sold, etc. As an added value, each ad will also be posted on the ACC’s website with a hot link to the vendor’s website or email address of choice.
7. **Deadline:** the 10th of the month prior to the cover date.

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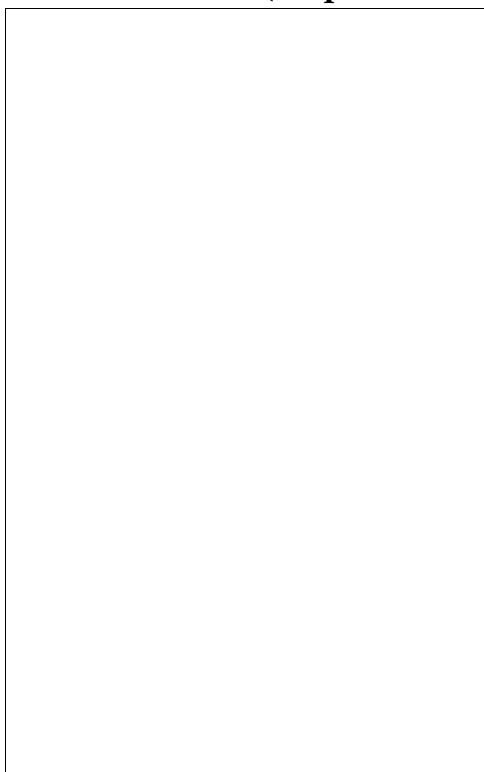
Ad Sizes

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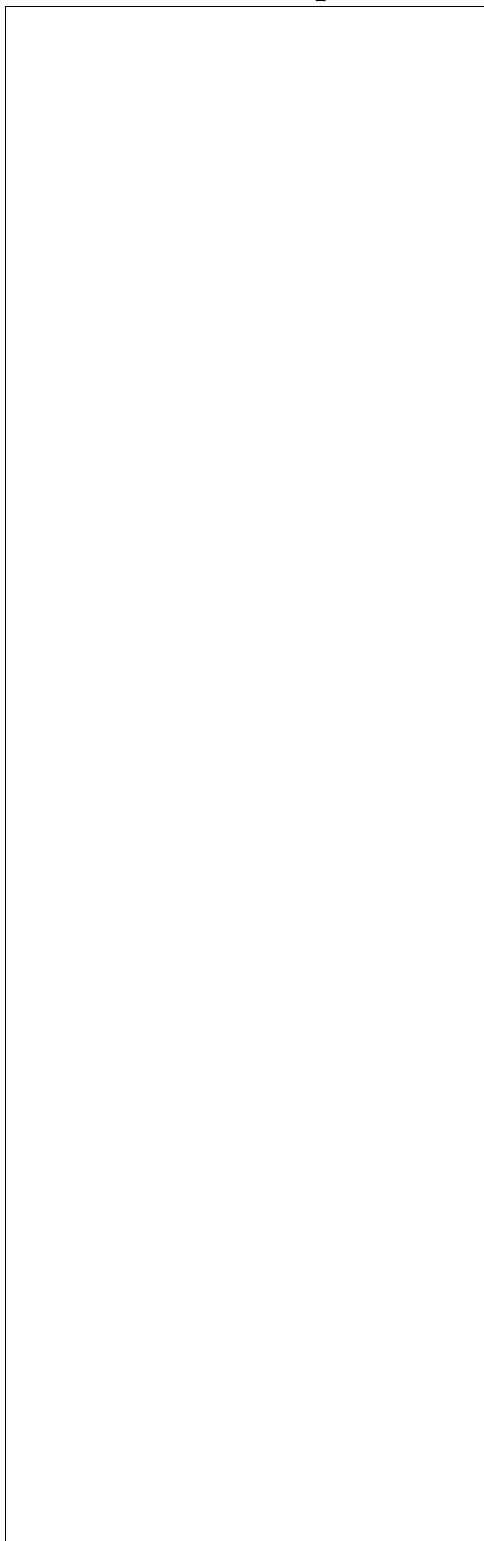
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Ads must be submitted to *Cribbage World* at the correct size. In order to aid you in formatting your ad, the following tables—one for each separate ad size—have preset boundaries. All type must fit inside the box for the ad size you choose.

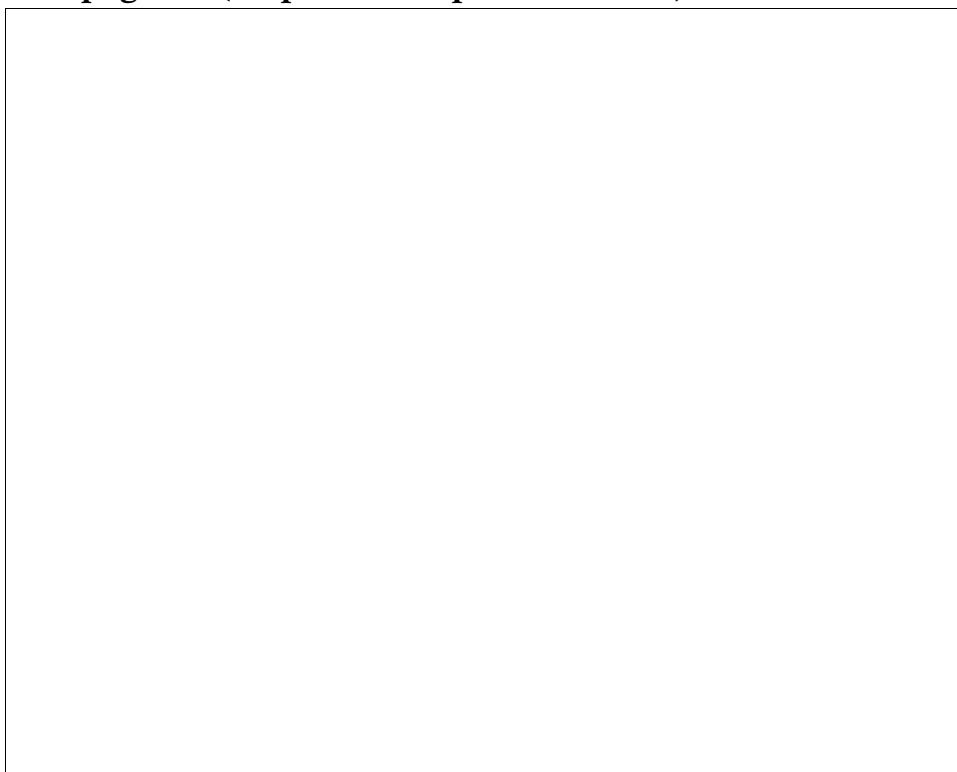
half-column ad (24 picas x 15 picas = 4" x 2.5")



full-column ad (48 picas x 15 picas = 8" x 2.5")



half-page ad (24 picas x 30 picas = 4" x 5")



full-page ad (48 picas x 30 picas = 8" x 5")

