

Cribbage World

Ad Rates (effective 1-1-2008)

David Aiken
Editor, *Cribbage World*
334 Pine Street
Coopersville, Michigan 49404

phone: 616.401.8311
email: cribbageworld@cribbage.org

1. Ads should be submitted in electronic format, preferably as a PDF. (Hard copy of ads may be submitted only if printed in high-quality mode.)
2. Ads may contain full color.
3. Ads must be formatted to the appropriate size. In order to aid you in formatting your ad, the following pages have preset boundaries. All type must fit inside the box for the ad size you choose.

<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 cribbageworld@cribbage.org with clear instructions about which *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 vendors to list name, phone, email, website, item(s) being sold, and so on. 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.

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")



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Tournament Promos (effective 1-1-2008)

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1. Information about ACC-sanctioned tournaments may be included in *Cribbage World* at these rates:

half page (4" x 5"):	\$40
full page (8" x 5"):	\$75
2. Tournament promos may contain full color.
3. Tournament promos should be submitted in electronic format, preferably as a PDF. (Hard copy of ads may be submitted only if they are printed in "best" or "high-quality" mode.)
4. Tournament promos must be formatted to the correct size. **NOTE:** you may submit your tournament flyer, but because your flyer is likely formatted to fit 8.5" x 11" paper, it will not reduce at the correct proportions to fit a full page in *Cribbage World* (8" x 5"). In order to aid you in formatting your promotion, the following pages have preset boundaries. All type must fit inside the box for the size you choose.
5. Tournament promos must be accompanied by full payment. Make checks payable to the "American Cribbage Congress" and mail to the address above.
6. Email tournament promos as an attachment to [**cribbageworld@cribbage.org**](mailto:cribbageworld@cribbage.org) with clear instructions about which *Cribbage World* issue(s) you wish it to appear in.
7. **Deadline:** the 10th of the month prior to the cover date.

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



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

