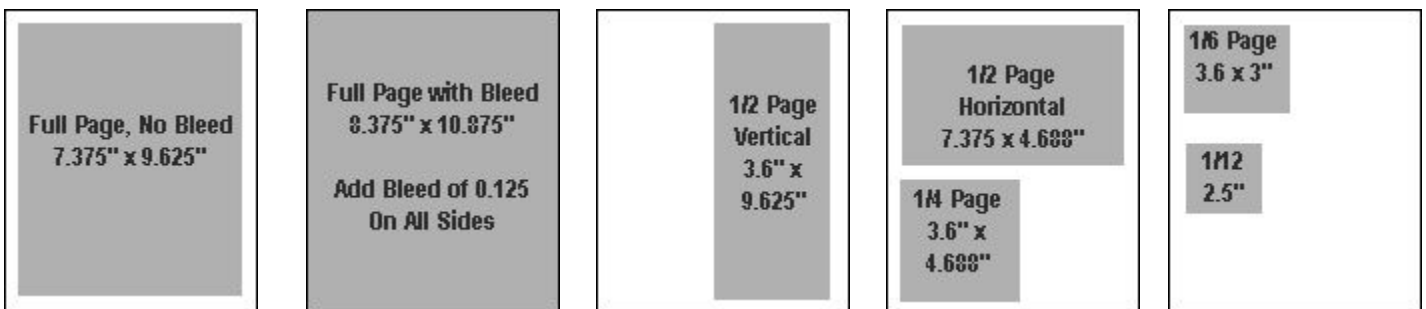


# Wool Works™

## Ad Sizes, Specifications and Pricing

**Wool Works™ Magazine is printed four times a year, in the spring, summer fall and winter.**

All ads must in some way relate to the industry of wool. Our printed publication is 8.5 x 11" and the actual trimmed pages are 8.25 x 10.75". We accept both black/white and full-color ads, at no extra charge. **All ads must be submitted as high-resolution jpegs or pdfs (300 dpi or higher). Alternately, you can create an ad in a word processing program such as Microsoft Word and we will convert it for you at no charge.** Full-page ads can be full-bleed (see example of full-bleed below). Please make sure full-page ads are sized to 8.75 x 11.25"; all others are trimmed at the time of printing. **Email ads to [info@woolworksmagazine.com](mailto:info@woolworksmagazine.com).**



### **Submission Deadlines**

- Spring Issue (publishes in January each year) – Ad deadline is September 15 (email us for exceptions)
- Summer Issue (publishes in April each year) – Ad deadline is December 15 (email us for exceptions)
- Fall Issue (publishes in July each year) – Ad deadline is March 15 (email us for exceptions)
- Winter/Holiday Issue (publishes in October each year) – Ad deadline is June 15 (email us for exceptions)

### **Discounts for Committing to Advertise in Consecutive Issues:**

Rates shown below are **per issue** and are based on the number of issues your ad will run. All prices are in U.S. funds. **Advertisers committing to consecutive issues will be billed quarterly, in advance of publication of each issue.**

Ad Type	Price 1 Issue	Price Per Issue 2 Consecutive Issues	Price Per Issue 3 Consecutive Issues	Price Per Issue 4 Consecutive Issues
Full Page, Back or Inside Cover, No Bleed	\$590	\$560	\$530	\$500
Full Inside Page, Bleed or No-Bleed	\$590	\$560	\$530	\$500
1/2 Page, Horizontal or Vertical	\$290	\$270	\$260	\$250
1/4 Page, Horizontal or Vertical	\$225	\$215	\$205	\$195
1/6 Page, Horizontal or Vertical	\$145	\$135	\$130	\$125
1/12 Square (or similar business card size)	\$80	\$70	\$65	\$60

# Wool Works<sup>TM</sup>

## Ad Reservation and Payment Form

Ad Type Requested (*Horizontal or Vertical - See Previous Page*): \_\_\_\_\_

Ad Size Requested (*See Measurements on Previous Page*): \_\_\_\_\_

Number of issues to which you are committing (*you receive greater discounts by advertising in multiple issues. For example, a 1/4-page ad run in one issue is \$225, but a 1/4-page ad run in four issues is only \$195 per issue*)

- 1 Issue at \$ \_\_\_\_\_ (must be paid prior to publication of issue)
- 2 Consecutive Issues at \$ \_\_\_\_\_ per issue (must be paid prior to publication of each issue)
- 3 Consecutive Issues at \$ \_\_\_\_\_ per issue (must be paid prior to publication of each issue)
- 4 Consecutive Issues at \$ \_\_\_\_\_ per issue (must be paid prior to publication of each issue)

Begin ad with:

- Spring Issue (publishes in January each year) – Ad deadline is September 15 (email us for exceptions)
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### Please Select Your Preferred Payment Method:

- Check Enclosed
- Send Paypal Invoice to \_\_\_\_\_
- Credit Card (*insert information below*):

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration: \_\_\_\_\_

Three or Four Digit Security Code (*on back of card*): \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Name Printed on Card: \_\_\_\_\_

*Note, by executing below, you agree to allow Wool Works<sup>TM</sup> Magazine and/or Woolworks, LLC, to directly bill your credit card for the charges indicated above, if applicable.*

*By executing below, you warrant and represent you are the sole and exclusive owner of any copyright relating to the ad, that such ad is not a reproduction, copy or infringement on the copyright of anyone else's artwork, and that you indemnify and hold Woolworks, LLC, and Wool Works<sup>TM</sup> Magazine harmless for any claims, lawsuits, damages, actions, losses, attorneys fees/costs, expenses, liabilities or other costs arising out of publication of such ad.*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**Please Email or Mail this Completed Form to:  
Wool Works<sup>TM</sup> Magazine - a Subsidiary of Woolworks, LLC  
11132 Tioga, Boise, ID 83709**

**Website: [www.woolworksmagazine.com](http://www.woolworksmagazine.com) Email: [info@woolworksmagazine.com](mailto:info@woolworksmagazine.com)**