



ADVERTISER RATES

General Information

Mechanical Requirements

Rates are for print-ready ads (high resolution, 300 pixels/inch).

All ads need to be CMYK or Grayscale

Please submit in .TIFF or .PDF format

Full Bleed size 9" x 11½"

Trim size 8 ⅜" x 10 ⅞"

Policy

All first-time advertisers must pre-pay the first ad placed with us. If ad is received too late for the current issue, ad will automatically be placed in the next issue, unless specified otherwise.

Cancellations/Changes

Cancellations or changes will not be accepted past the ad deadline and must be received in writing or by email prior to the closing date.

Circulation

Self-Reliance is published quarterly. Available by subscription for \$26 per year or at retail outlets for \$7.99 per copy. Approximately 5,000 copies are sold each issue.

Web Ads

We sell right-column banners that appear on our website in random order. Call for details.

300 x 100 pixels

\$100

Banners must be in gif, jpg, or png format. No animated banners. Multiple banners per slot not supported.

Contact Information

Heather Adams

Marketing & Advertising

Backwoods Home Magazine

P.O. Box 746

Gold Beach, OR 97444

• 541-247-0300 • Fax 541-247-8600

advertising@self-reliance.com

Advertising Rates

	<u>B/W</u>	<u>COLOR</u>
Full page	\$500	\$600
Two-thirds page	\$350	\$450
Half-page (hor.).....	\$250	\$350
Half-page (vert.).....	\$250	\$350
One-third page.....	\$200	\$250
Column	\$200	\$250
One-sixth page (vert.)	\$100	\$150
One-sixth page (hor.)	\$100	\$150
One-twelfth page	\$80	\$120
One inch	\$50	\$60

Full Page Covers (Color only)

Back Cover	\$1000 Color
Inside Front	\$900 Color
Inside Back	\$800 Color

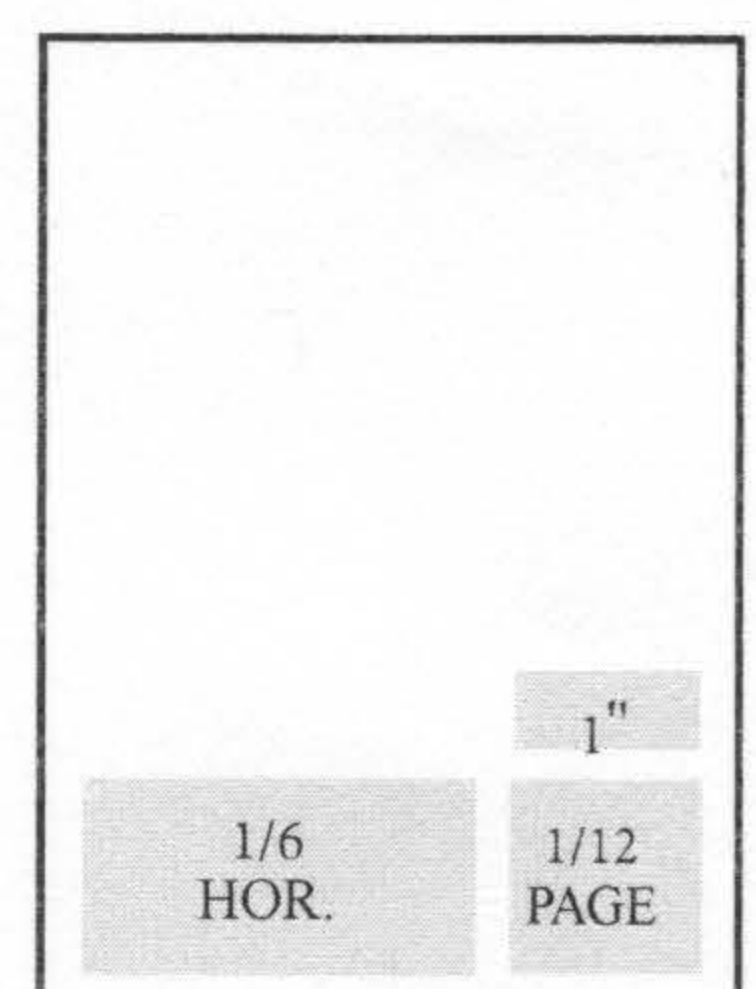
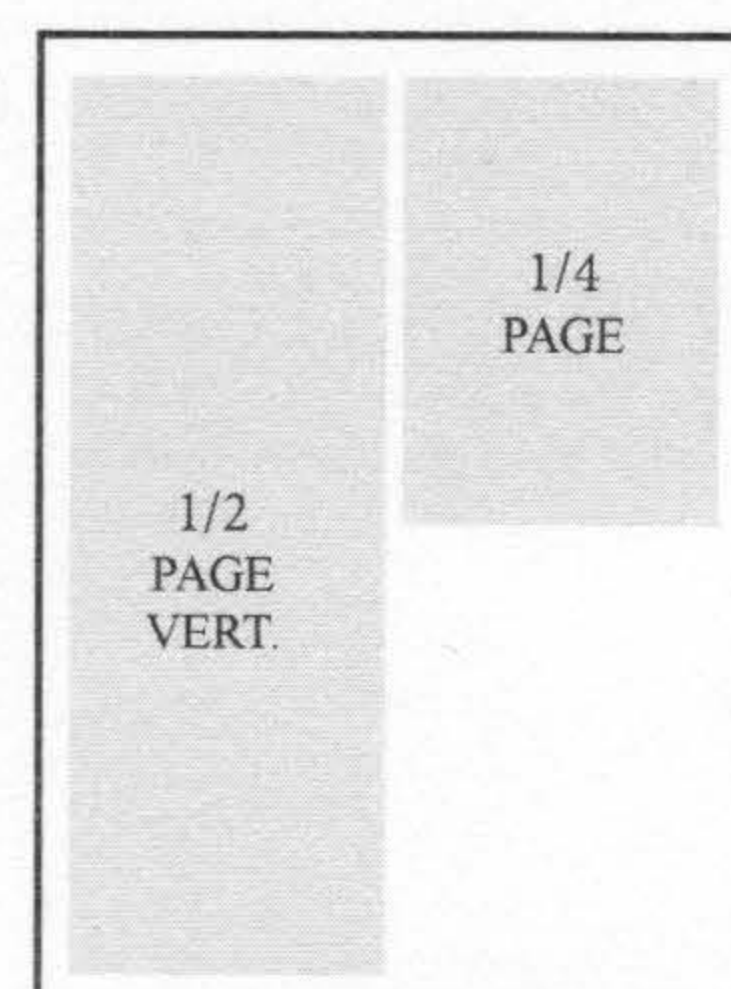
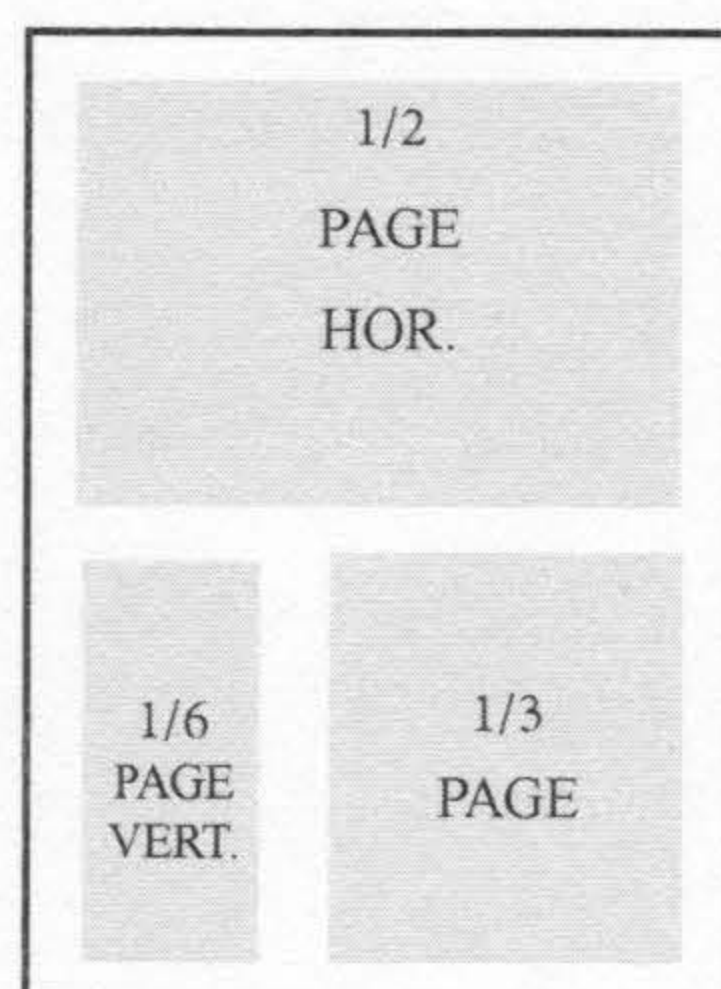
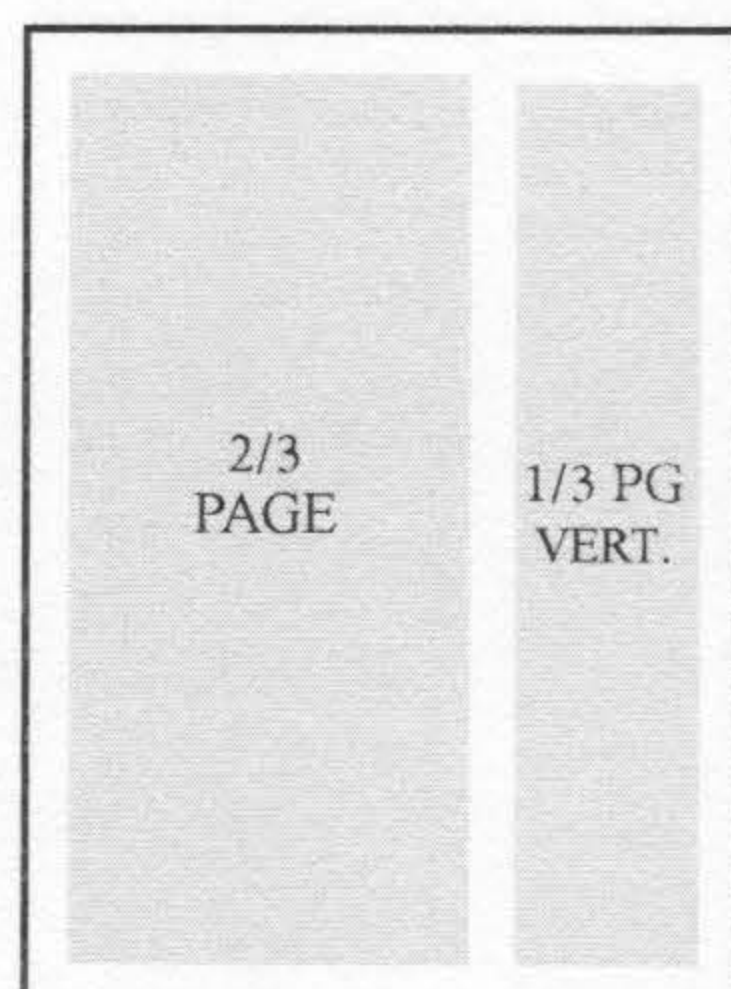
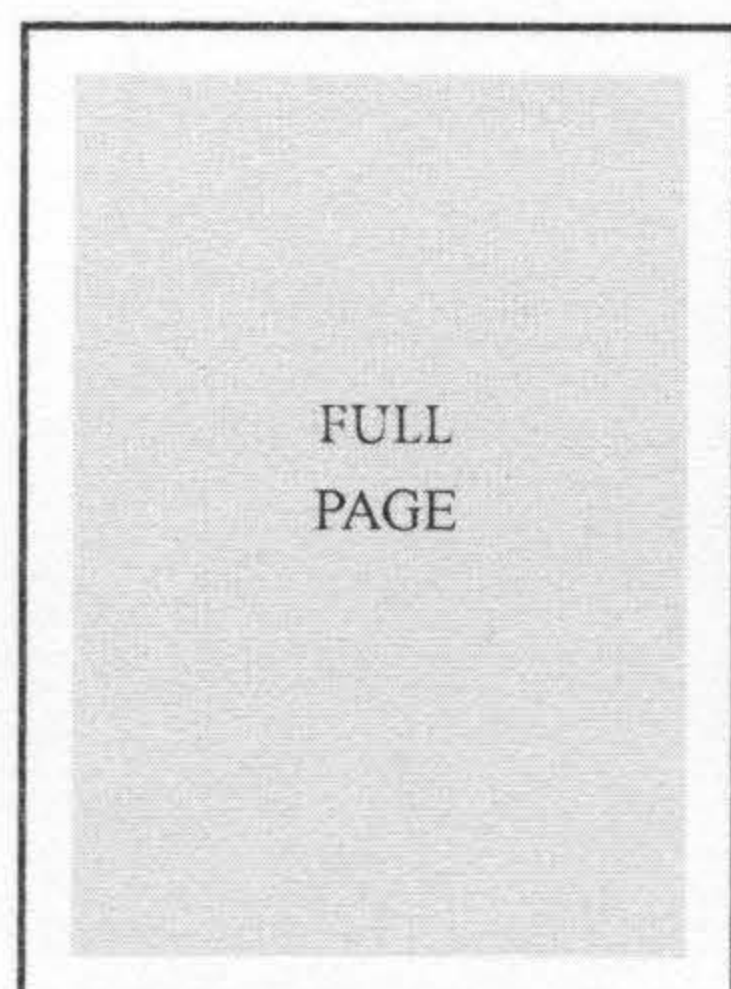
Multiple Insertion Discounts

Run ad in 2 consecutive issues — 10% discount.

Run ad in 4 consecutive issues — 15% discount.

Prepay ad & get an additional 5% discount.

Display Ad Dimensions



Ad Type

Size

Issues and closing dates

Full page	7" W	x	9-1/4"H
Two-thirds page	4-1/2"W	x	9-1/4"H
Island	4-1/2"W	x	7"H
Half page (hor.)	7"W	x	4-5/8"H
Half page (vert.)	3-1/2"W	x	9-1/4"H
One-third page (hor.)	4-1/2"W	x	4-5/8"H
One-third page (vert.) ("Column")-	2-1/4"W	x	9-1/4"H
Quarter page	3-1/2"W	x	4-5/8"H
One-sixth page (hor.)	4-1/2"W	x	2-5/16"H
One-sixth page (vert.)	2-1/4"W	x	4-5/8"H
One-twelfth page	2-1/4"W	x	2-5/16"H
One-inch	2-1/4"W	x	1"H

Issue

Ad Copy Due

Issue #2 (Fall 2016)	July 13, 2015
Issue #3 (Winter 2016)	Oct 12, 2016
Issue #4 (Spring 2017)	Jan 11, 2017
Issue #5 (Summer 2017)	Apr 12, 2017
Issue #6 (Fall 2017)	July 12, 2017
Issue #7 (Winter 2017)	Oct 11, 2017

Website: www.self-reliance.com
email: advertising@self-reliance.com



Fax: 541-247-8600 **Phone:** 541-247-0300 **Online:** www.self-reliance.com

YOU CHOOSE HEADING: _____

Name _____

Address _____

City, State, Zip _____

Phone _____

Email _____