

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 $9'' \times 11\frac{1}{2}''$ Trim size $8\frac{3}{8}'' \times 10\frac{7}{8}''$

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

	B/W	COLOR
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

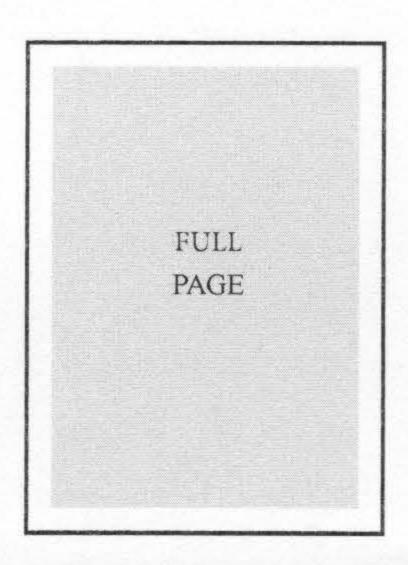
Multiple Insertion Discounts

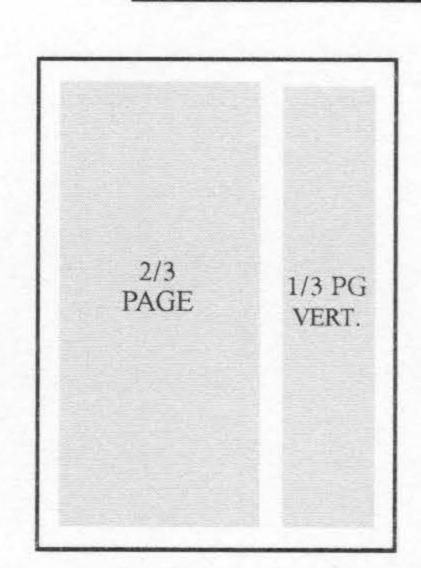
Run ad in 2 consecutive issues — 10% discount.

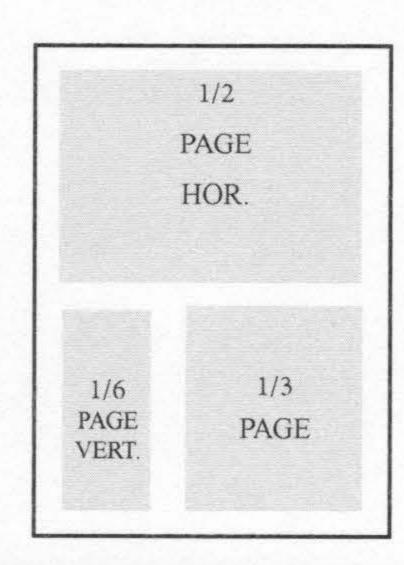
Run ad in 4 consecutive issues — 15% discount.

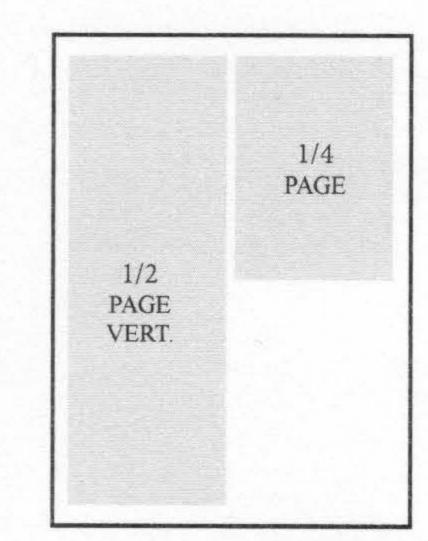
Prepay ad & get an additional 5% discount.

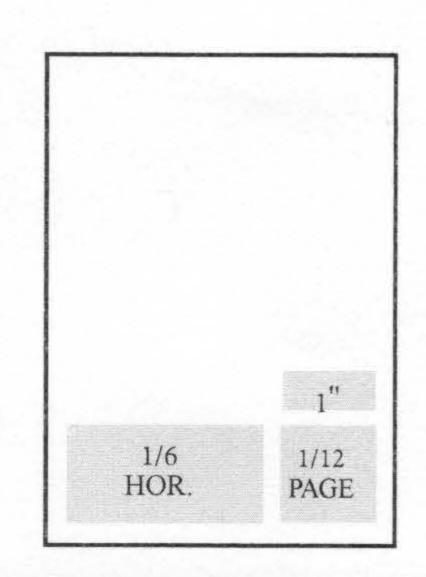
Display Ad Dimensions











Ad Type

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	170
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Issues and closing dates

		\cup	120
Full page	7" W	×	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	I"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



CLASSIFIED ADVERTISING RATES

RATES: \$1.50 per word. Minimum: \$30. Write or fax your ad in the form below. We'll print up to the first four words in bold capital letters. Additional capitalized words cost \$2 each. Payment (check, M.O., cash in U.S. funds only) must accompany ad.

DISCOUNTS: Run your ad in three consecutive issues, prepay it and receive a 10% discount.

CLOSING DATES: Contact advertising@self-reliance.com for closing dates, or call 1-541-247-0300.

Mail, fax, or order your ad online. Mail to: Self-Reliance, PO Box 746, Gold Beach, OR 97444

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

HEADINGS:	BOOKS/MAGAZINES/CDS	GARDEN/FARM	REAL ESTATE
(Circle one)	BUILDING/SUPPLIES BUSINESS OPPORTUNITIES	HERBS	SURVIVAL GEAR
ALTERNATIVE ENERGY		MISCELLANEOUS	WANTED
BEEKEEPING	DOMES AND TIPIS	PERSONALS	
BEER/WINEMAKING	FOOD	POULTRY	
	YOU CHOOSE HEADING:		
Insert this ad Er	in the next issues (10% closed is my check or money *You can FAX in your ad with y	order for \$	ree consecutive issues).
Er	closed is my check or money	order for \$our credit card to 541-24	7-8600*
Card No	*You can FAX in your ad with y	order for \$our credit card to 541-24	ree consecutive issues). 7-8600*
Card No Visa	*You can FAX in your ad with y Name	order for \$our credit card to 541-24 _ Exp. Date	7-8600* Security code
Card No Visa Discover	*You can FAX in your ad with y Name Address	order for s our credit card to 541-24 Exp. Date	7-8600* Security code
Er	*You can FAX in your ad with y Name	order for \$our credit card to 541-24 _ Exp. Date	7-8600* Security code