



Self-Reliance

No matter where you are, you can live a more self-reliant life.

Advertiser Rate Sheet

General Information

Mechanical Requirements

Rates are for camera-ready ads. 100-line screen (300 dpi).
133-line screen (4-color) on front or back cover (300 dpi).
Full Bleed size 9" x 11½"
Trim size 8 ¾" x 10 ⅞"
Please submit ads in PC format as a .tif or .pdf
Color ads must be in CMYK

Policy

All first-time advertisers must prepay 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.

Cancellations/Changes

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

Circulation

Self-Reliance is published quarterly.
Available by subscription for \$26.00 per year.
Approximately 13,000 copies are sold each issue.

Contact Information

Lisa Nourse
Marketing & Advertising

Self-Reliance Publications

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Web Ads

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

300 x 100 pixels
\$75 per month

Banners must be in gif, jpg, or png format. No animated banners. Multiple banners per slot not supported. Click-tracking not currently available. Clicks must be tracked from your server.

Advertising Rates

	BW or COLOR
Full page	\$1,000
Half-page (hor.).....	\$500
Half-page (vert.).....	\$500
Column (1/3rd page)...	\$300
Quarter-page	\$200
One-eighth page	\$100

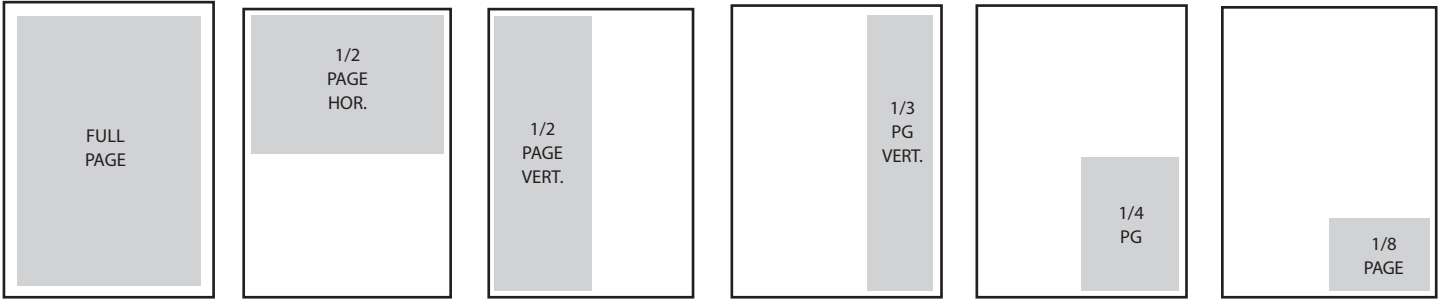
Full Page Covers (Color only)

Back Cover	\$1500 Color
Inside Front	\$1300 Color
Inside Back	\$1300 Color

Multiple Insertion Discounts

- Run ad in 2 consecutive issues — 10% discount.
- Run ad in 3 consecutive issues — 20% discount.
- Run ad in 4 consecutive issues — 30% discount.

Display Ad Dimensions



Ad Type

Size

Issues and closing dates

Full page	9"W	x	11.5"H
Half page (hor.)	4.438"W	x	6.875"H
Half page (vert.)	3.275"W	x	8.875"H
One-third page (vert.) ("Column") ..	2.125"W	x	8.875"H
One-fourth page	3.275"W	x	4.438"H
One-eighth page	3.275"W	x	2.219"H

Issue

Winter 2018
Spring 2019
Summer 2019
Fall 2019

Ad Copy Due

October 15, 2018
January 15, 2019
April 16, 2019
July 16, 2019

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