



# Round Bobbin News

## Advertising Rate Card

Thank You for considering advertising in the Round Bobbin News

We are excited to introduce the NEW "Flash" version of the Round Bobbin News. This new "Flash" version will be published four times a year on the Round Bobbin web site at [www.roundbobbin.com](http://www.roundbobbin.com). It will inform, educate, and entertain consumers on the movers and shakers, the knitters, crocheters, quilters and sewers, crafters, fiber artists and artisans in our industry with the up-to-date news, articles, products and services they provide.

### Advertising Sizes & Costs

Full Page ~ editorial included plus photo(s)

Half Page ~ editorial included plus photo(s)

Quarter Page ~ editorial included plus photo(s)

Web Ad space placed on our CDM Shows page [www.cdmshows.com](http://www.cdmshows.com) with a link back to your website, blog, Facebook page, etc.

(h) 3 1/2" x 2" ~ \$150.00 per quarter.

### Terms & Conditions

**Payment for ads:** Ad payment is due with insertion order. Terms are net 30 days from invoice date. Should an invoice be turned over for collection, advertiser pays the cost of collection if incurred.

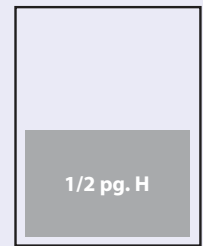
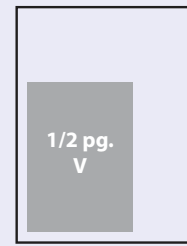
**Cancellation/Changes of Ads:** Cancellation of advertising contracts by advertiser and/or advertising agency must be received by Round Bobbin, in writing, on or before the advertising deadline for the scheduled publication. If such cancellation reduces the number of advertising placements in a multiple issue contract, all placements in that contract will be rebilled at the applicable one-time advertising rate. Cancellations or changes in orders are not accepted after an issue closing date.

### Mechanical Requirements

**Digital advertising material:** Materials maybe submitted via CD or by email to [keri@cdmshows.com](mailto:keri@cdmshows.com)

Please go to our website [www.roundbobbin.com](http://www.roundbobbin.com), take a look at our Spring Edition.

With your ad placement in our Round Bobbin News Editions on-line you will get free editorial copy with 1/4 page ad and larger. You can't go wrong.

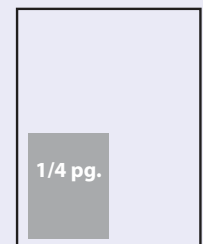


**1 Page:** 8 1/8" x 10 1/2" trimmed size  
**\$500** 7 1/8" x 9 1/2" live matter  
8 1/2" x 10 7/8" bleed size

**1/2 Page:** (h) 7 1/8" x 4 5/8"  
**\$325** (v) 3 1/2" x 9 1/2"

**1/4 Page:** 3 1/2" x 4 5/8"  
**\$250**

**Web ad:** 320px X 175px" (horizontal)  
**\$150**



**Formats accepted:** The preferred method for advertising materials is hi-res Adobe Acrobat (PDF) of 300 dpi at 100% CMYK color. Contact us if you need to submit materials in another format so we can try to accommodate your request.

**Proofs:** Proof must accompany all digital materials

**Insertion Orders:** Mandatory from all advertisers. Must include authorized signature.

**Pick-up Materials From Other Publications:** Publisher will not obtain advertising materials from other publications. Materials should come from the advertiser or agency. If it needs to be picked up from another publication we suggest you request it promptly.

**Printing specifications:** Printed sheet fed offset. Material accepted: halftones 150 lines screen (300 dpi). To ensure accurate color reproduction some advertisers may want to submit a color proof by mail.

All ads & editorials will be placed in the on-line edition in a PDF. Print editions will only be on occasions where our events are being held for consumers and advertisers to take a look at a sample copy.

# Advertising Rate Card

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## Contract Conditions

Publisher reserves the right to reject or edit advertising and/or news releases inconsistent with the objectives of Round Bobbin. Advertisers and/or advertising agencies are responsible for all content of their advertising, news articles and news releases and assume liability for any claims against publisher arising therefrom. Publisher assumes no liability whatsoever for the content, claims or statements of the advertising and news releases it publishes. Advertiser and/or advertising agency agree to indemnify and hold harmless publisher, its staff, agents and officers against expenses, losses, and legal fees resulting from publication of the contents of their advertising, articles and/or press releases. Round Bobbin assumes no liability for failure to print, publish or distribute any or all of an issue due to strikes, civil disruption, fire, accidents, acts of God or any circumstances beyond publisher's control. Any fees will be the responsibility of the advertiser.

Advertiser's and/or advertising agency's insertion orders or other advertising related correspondence which contain conditions, specifications or advertising rates that conflict with the information set forth in this rate card shall be regarded as in error. Publication of advertising will be done in accordance with the conditions, specifications and rates contained herein without further notice.

All advertisements are accepted and published with the under-

standing that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and define the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism arising out of any advertising published.

Advertisements which, in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."

The publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher.

The publisher's liability for any error, delay or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The publisher cannot assume responsibility for errors or omissions in key changes.

Publisher will not guarantee placement of advertisements or editorials.

*The entire contents Copyright 2011 by Round Bobbin®. Printed in the U.S.A. All rights reserved. Permission must be obtained, in writing to the above email address, to reuse contents in any form prior to use. Every effort is made to ensure accuracy. The publisher cannot be held responsible for error or omissions. The statements and opinions expressed herein are strictly those of the authors and do not necessarily represent the views of Round Bobbin®. The publication of any advertisement or editorial item is not an endorsement of the products or services covered.*

## Round Bobbin Contact Information:

### Editorial

Beth Vitiritto: Managing Editor  
beth@vdta.com • 800-473-9464

### Advertisement/Sales

Keri Mullin, Marketing  
Keri@cdmshows.com • 800-473-9464

The logo for Round Bobbin News features the word "Round" in a blue script font, "BOBBIN" in a bold, black, sans-serif font with a blue dot pattern on the letter "O", and "News" in a blue sans-serif font. Below the logo is the address and contact information.  
2724 2nd Ave., Des Moines, IA 50313  
800-473-9464 • Fax: 515-282-4483



# Round BOBBIN News

## Insertion Order

Thank You for considering advertising in the Round Bobbin News

### Please reserve the following space

- Spring 2012 Issue .....Materials due Mar. 1, 2012
- Summer 2012 Issue .....Materials due June 1, 2012
- Fall 2011 Issue .....Materials due Sept. 1, 2011
- Winter 2011 Issue ..... Materials due Dec. 1, 2011

### Advertising Rates

1 Page	Editorial included	\$500
1/2 Page	Editorial included	\$325
1/4 Page	Editorial included	\$250

### PLEASE PRINT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

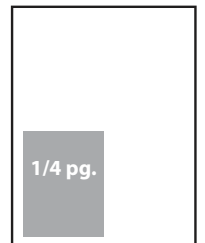
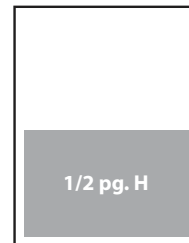
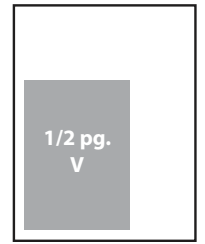
Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### Advertising Sizes:

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### Send ad materials to:

Round Bobbin, 2724 2nd Avenue, Des Moines, IA 50313  
 For more information contact [keri@cdmshows.com](mailto:keri@cdmshows.com)  
[www.roundbobbin.com](http://www.roundbobbin.com)