

THE JOURNAL

A Publication of The Toledo Craftsman's Guild
~ Quality Art and Craft Shows Since 1975 ~

Upcoming issues of *The Journal* are being prepared, and we encourage you to advertise in it.
Purchase advertising in 2 consecutive editions and save!

Complete and mail this application along with your business or event information and a check or money order payable to "The Toledo Craftsman's Guild" to: The Toledo Craftsman's Guild, c/o Sharon Anderson, 24729 Williston Rd, Millbury, OH 43447. If you have questions, contact Sharon at SAnderson9964@woh.rr.com or (419) 279-0194.

APPLICATION INFORMATION

Name _____ Phone Number _____
Address _____
Email _____ Total Amount Enclosed: \$ _____
Number of copies of *The Journal* for your business: 50 / 100/ Other _____ (Copies will be delivered to you.)
(If you have special instructions or requests, please write them on a separate piece of paper and attach it to your application.)

ADVERTISING OPTIONS

3.5" x 2" Advertisement (Standard Business Card Size)

- | | |
|---|---|
| <input type="checkbox"/> Black and White Ad for 1 Edition \$15 | <input type="checkbox"/> Color Ad for 1 Edition \$25 |
| <input type="checkbox"/> Black and White Ad for 2 Editions \$30 \$25 (Save \$5!) | <input type="checkbox"/> Color Ad for 2 Editions \$50 \$45 (Save \$5!) |

5" x 2.75" Advertisement (Same Scale as a Standard Business Card only Larger)

- | | |
|---|---|
| <input type="checkbox"/> Black and White Ad for 1 Edition \$20 | <input type="checkbox"/> Color Ad for 1 Edition \$30 |
| <input type="checkbox"/> Black and White Ad for 2 Editions \$40 \$35 (Save \$5!) | <input type="checkbox"/> Color Ad for 2 Editions \$60 \$55 (Save \$5!) |

¼ Page Advertisement (5" wide x 7.5" high or 7.5" wide x 5" high)

- | | |
|--|--|
| <input type="checkbox"/> Black and White Ad for 1 Edition \$30 | <input type="checkbox"/> Color Ad for 1 Edition \$45 |
| <input type="checkbox"/> Black and White Ad for 2 Editions \$60 \$50 (Save \$10!) | <input type="checkbox"/> Color Ad for 2 Editions \$90 \$80 (Save \$10!) |

½ Page Advertisement (10" wide x 7.5" high)

- | | |
|--|--|
| <input type="checkbox"/> Black and White Ad for 1 Edition \$60 | <input type="checkbox"/> Color Ad for 1 Edition \$75 |
| <input type="checkbox"/> Black and White Ad for 2 Editions \$120 \$100 (Save \$20!) | <input type="checkbox"/> Color Ad for 2 Editions \$150 \$130 (Save \$20!) |

Now, tell us about your advertisement.

- Use the same ad as last time as my information has not changed.
- I have enclosed my business card for my advertisement. (Do not staple your business card to your application.)
- I have enclosed or will email my own advertisement. Email your ad to Sharon Anderson at SAnderson9964@woh.rr.com. (JPG or PNG files preferred)
- I need your help in creating an advertisement. Please create an amazing *FREE* ad for me! Enclosed is information about my business or event. (Someone from The Toledo Craftsman's Guild will contact you.)

Application Deadlines:

Spring Edition: February 15
Fall Edition: August 15

Distribution Dates:

Spring Edition: early March
Fall Edition: early September

Guild Use Only: Rec'd: ___/___/___ Check #: _____ Amt: \$ _____ Emailed to SC&PR: ___/___/___

5" wide x 7.5" high Ad (1/4 page size)
(may also be 7.5" wide x 5" wide)

10" wide x 7.5" high Ad (1/2 page size)
same height as 1/4 page ad but twice as wide

5" wide x 2.75" high Ad (Large Business Card Size)

3.5" wide x 2" high Ad
(Standard Business Card Size)

APPROXIMATE ADVERTISEMENT SIZES