

# HAND PAPERMAKING

## *display advertising*

Hand Papermaking publishes a quarterly newsletter where all display and classified advertising appears. The journal *Hand Papermaking* accompanies the January and July issues of the newsletter. There is no advertising in the journal, but all newsletter display advertisers are listed and promoted on a special acknowledgment page. Display advertisers also benefit from a banner ad on our website.

Over the last 23 years, Hand Papermaking has developed a loyal subscriber base. With each issue we distribute approximately 1500 copies of the newsletter and journal through paid subscriptions and single copy sales. These publications are sent world-wide to individuals and institutions, including many noteworthy museums, libraries, and universities. Subscribers reflect the growing population of those interested in this field for artistic, educational, and environmental reasons. Hand Papermaking is an internationally respected publication. One fifth of the current subscribers are located outside of the United States, and the remainder live in 48 of the 50 states.

A print-ready pdf file is required, however we can produce artwork for your ad at a small additional cost. Your ad is reproduced in black and white for our printed newsletter; full-color is retained in the digital version with link(s) to your site.

First-time advertisers must pay in advance; we will invoice previous advertisers--net 30 days. Checks or money orders in US currency should be made out to Hand Papermaking. We also accept Visa or MasterCard (call 800-821-6604), and PayPal (send to [payments@handpapermaking.org](mailto:payments@handpapermaking.org)).

The chart below lists prices for various sizes of ads. We would be pleased to answer any questions you might have, and look forward to hearing back from you soon.

	1X rate	4X rate	Basic Design
Full Page (WxH: 45x57 picas, 7½x9½ inches)	\$350	\$280	\$150
Half Page (WxH: 45x28 picas, 7½x4⅝ inches)	\$265	\$210	\$120
Quarter Page (WxH: 22x28 picas, 3⅝x4⅝ inches)	\$175	\$140	\$ 90
Eighth Page (WxH: 22x13½ picas, 3⅝x2¼ inches)	\$100	\$ 80	\$ 70
Twelfth Page (WxH: 13½x13½ picas, 2¼x2¼ inches)	\$ 75	\$ 60	\$ 60
Banner on HP site (WxH: 30x6 picas, 5x1 inches)	incl.	incl.	\$ 40

Classified Ads (published in newsletter and on website)    \$2.00 per word, ten word minimum

### Newsletter deadlines:

February 15 for the April issue; May 15 for the July issue;  
August 15 for the October issue; November 7 for the January issue.