

# ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

## ONLINE ADVERTISING RATE SHEET 2017

Artisan Spirit is the magazine for craft distillers and their fans. Artisan Spirit is well-placed to educate the distilling industry and act as an informative medium through which distillers and industry vendors can be introduced to each other.

**NEWSLETTER REACH** Our monthly newsletter includes industry updates, behind-the-scene peeks into what we at Artisan Spirit have been up to, up-coming industry events, workshops, and much more. Newsletter subscribers include current and future distillers, industry professionals, and craft spirit enthusiasts.

- Monthly newsletter sent to a mailing list of 900+ accounts
- With an average open rate of 34.5% we're well above the industry average of 17%

**WEBSITE REACH** Website features include industry events calendar, current and past issues available to read digitally, advertiser index, sponsor list, and blog.

- Average monthly page page views = 4002.
- Our international audience of 100+ countries is headed up by the US, Canada, UK, Australia, and India.

ONLINE AD SIZES	WIDTH	HEIGHT	STANDARD MONTHLY	SPONSOR MONTHLY
Newsletter banner	600 px	120 px	\$250	\$199
Newsletter sidebar	160 px	600 px	\$315	\$249
Website banner	728 px	90 px	\$199	\$149
Website sidebar	300 px	250 px	\$125	\$95

**NO ADVERTORIALS** In order to maintain editorial integrity Artisan Spirit does not solicit or accept payment in return for articles. Submissions and article requests are welcome and published at the sole discretion of our staff. Contact our editor, Brian Christensen, at [brian@artisanspiritmag.com](mailto:brian@artisanspiritmag.com) for more info.

**GRAPHIC DESIGN SERVICES AVAILABLE** Need help putting together an ad for your company, upcoming event, or new product? Our graphic design services are available at \$50/hr with one hour minimum on new ads. No time minimum on existing ads.

**MECHANICAL REQUIREMENTS** We require all ads be submitted in digital format. Ads submitted incorrectly, including incorrectly sized ads, may incur additional production charges to correct the files. All ads must include hi-res files (300 dpi placed at 100%). Please remember to convert all hi-res images from CMYK to RGB. We are not responsible for color accuracy in files that must be converted to RGB upon arrival. Suggested file formats include jpeg, png, and high-resolution PDF.

Ads should be sent to  
[ADS@ARTISANSPIRITMAG.COM](mailto:ADS@ARTISANSPIRITMAG.COM)

### SUBMISSION GUIDELINES:

- Limit file name to "advertiser\_month-year"
- Include the following in the submission email:
  - » Name of advertiser
  - » Starting month for ad run
  - » Contact name and phone number

Questions? Contact Ashley Monroe at (509) 991-8112 or [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

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## DIGITAL AD INSERTION ORDER 2017

Company Name \_\_\_\_\_  Returning advertiser

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zipcode \_\_\_\_\_

New artwork

Repeat digital ad (please identify \_\_\_\_\_)

Ads to run in nonconsecutive months (please list in Notes section)

Interested in Artisan Spirit Sponsorship opportunities

NOTES \_\_\_\_\_

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**SIZE** Select ad placement(s). A combo insertion discount rate is available to advertisers agreeing, by signed contract, to place consecutive newsletter *and* website ads. Ads can be purchased month-to-month or on a yearly basis. Rates below denote the price of ads per month for each rate

	Standard Rate		Sponsor Rate	
	Monthly per month	Yearly per month	Monthly per month	Yearly per month
<input type="checkbox"/> Newsletter banner	\$250	\$200	\$199	\$159
<input type="checkbox"/> Newsletter sidebar	\$315	\$250	\$249	\$199
<input type="checkbox"/> Website banner	\$199	\$159	\$149	\$119
<input type="checkbox"/> Website sidebar	\$125	\$100	\$95	\$76

Purchase rate  Month-to-month  Yearly

### COST BREAKDOWN

Ad rate per month	\$ _____
Number of months	x _____
Subtotal	\$ _____
Combo insertion discount	- \$ _____
Subtotal	\$ _____
Graphic design fee	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

**THE FINE PRINT** Ad placement is subject to payment of invoice prior to placement. Combo insertion discount rates subject to signed contract and payment of first month's invoice. Artisan Spirit Magazine reserves the right to reject or cancel any advertisement(s) at its sole discretion.

Signature \_\_\_\_\_ Date \_\_\_\_\_

EMAIL COMPLETED FORM TO [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

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