

## Page Size:

8.5" x 11" is final trim size.

<u>Ad Size</u>	<u>Width</u>	<u>Height</u>
Full page bleed	8.75"	11.25"
Full page non-bleed	7.5"	10"
1/2 page horizontal	7.5"	4.875"
1/4 page	3.5"	4.875"
1/8 page	3.5"	2"

## Print Advertising Rates (5% additional for all Premium Positions)

Four Color	1x	2x	4x
Full Page	\$2,290	\$1,875	\$1,685
1/2 Page	1,120	1,035	810
1/4 Page	675	590	450

Black & White	1x	2x	4x
Full Page	900	875	800
1/2 Page	560	530	405
1/4 Page	345	310	250
1/8 Page	250	225	200

## Cover Rates

Cover 2	\$2,150
Cover 3	2,400
Cover 4	2,750

## Inserts/Wraps/Overprints

Preprinted Insert	Call for Quote
Overprints	Call for Quote
Magazine Wrap	Call for Quote

## Terms

All invoices to be paid upon delivery.

## First-time Advertisers

Payment is due in advance for first-time advertisers. Visa, Mastercard, & American Express accepted.

All Advertising Invoices can be paid by credit card. 3.5% processing fee to be added.



Send all insertion orders/materials to:

RUG INSIDER Magazine & [www.ruginsider.com](http://www.ruginsider.com)

Address production questions to:

Peter Woodaman, Advertising Dept.

4 Fortsalong Road • Meredith, NH 03253

Cell (603) 387-6477 (preferred) • T (603) 279-4938

[peter@ruginsider.com](mailto:peter@ruginsider.com)

# ruginsider.com Banner Specs/Advertising Rate Card 2024

*\*Sizes noted are for file submission only.*

All ads scale in responsive mode according to devices and screen resolution. Accepted file formats: jpg, png, gif.

GIF animation limited to 3 frames, max file size 250k.

email: [peter@ruginsider.com](mailto:peter@ruginsider.com) or call (603) 387-6477; see page 6 for Advertising Insertion Order.

**A.**

**B.**

**C.**

**D.**

**E.**

## **A. Logo Spotlight Banner: 300 x 250 px\***

**\$400.00/month - 12 month run**

- 3 positions available
- Shows on **ALL** pages
- May rotate on new pageload with up to 3 ads total

## **B. Premium Logoboard Banner: 800 x 200 px\***

**\$500.00/month - 12 month run**

- Shows at top of **ALL** pages
- May rotate on new pageload with up to 3 ads total

## **C. Sidebar Showcase Banner: 500 x 417 px\***

**\$300.00/month - 12 month run**

- 4 positions available on **home page**
- Right column desktop view
- Mobile collapses beneath main content
- Single Advertiser
- Ad displays in grid beneath content on **content pages**

## **D. Sidebar Banner: 500 x 417 px\***

**\$200.00/month - 12 month run**

- 4 positions available on **home page**
- Right column desktop view
- Mobile collapses beneath main content
- May rotate on new pageload with up to 3 ads total
- Ad displays in grid beneath content on all **content pages**

## **E. Premium Baseboard Banner: 800 x 200 px\***

**\$500.00/month - 12 month run**

- Shows at bottom of **ALL** pages
- May rotate on new pageload with up to 3 ads total

## **Classified Ads**

**\$100.00/month**

Text-only with one static graphic (logo) and email or weblink. Appears on separate content page in grid format.

## **Custom Positions**

Ask about custom banner positions & bundles.

## What's Inside

In every issue of award-winning **RUG INSIDER** Magazine, you'll enjoy:

- Insightful and Informative Articles
- Timely and Relevant Commentary
- Innovative Designs and Designers
- All That's Fresh and Modern
- Top Trends
- New Products
- Important Industry News
- Trade Show Highlights
- Perspectives on Top Importers and Retailers
- Plus so much more...



## Editorial & Advertising Deadlines

**Winter 2024** (mailed early December)  
Atlanta Intl. Area Rug Market, NY Home Textiles,  
Las Vegas Market, Cover Connect Las Vegas,  
Surfaces & Domotex

**Editorial Deadline: November 7, 2023**  
**Ad Materials Deadline: November 12, 2023**

**Spring 2024** (mailed early April)  
High Point, ICFF

**Editorial Deadline: February 15, 2024**  
**Ad Materials Deadline: March 1, 2024**

**Summer 2024** (mailed mid June)  
Atlanta Intl. Area Rug Market, Las Vegas Market,

**Editorial Deadline: May 10, 2024**  
**Ad Materials Deadline: May 20, 2024**

**Fall 2024** (mailed early September)  
High Point Market, The Rug Show,  
Cover Connect, NY Home Textiles

**Editorial Deadline: August 1, 2024**  
**Ad Materials Deadline: August 5, 2024**

We cannot guarantee placement of releases and artwork received after our deadlines. Only superior-quality artwork will be considered for editorial coverage. Call Peter Woodaman directly if you have questions about digital media at: (603) 279-4938.

## Demographics

**RUG INSIDER** Magazine reaches up to **6,000 top area rug buyers** at: Interior Design firms; furniture stores; carpet/ flooring specialty stores; Oriental rug retail stores; high-end home furnishings boutiques; the design trade; mass merchants; department stores; and mail-order catalogs.

## Bonus Distribution

**RUG INSIDER** Magazine enjoys bonus distribution at the following key industry trade shows:

- THE RUG SHOW
- COVER CONNECT NY/LV
- HIGH POINT MARKETS
- LAS VEGAS MARKETS
- ATLANTA MARKETS
- SURFACES
- DOMOTEX
- NEW YORK MARKETS

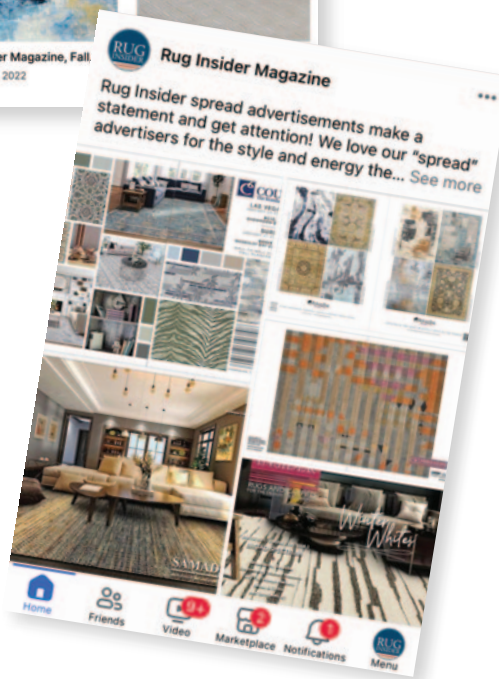
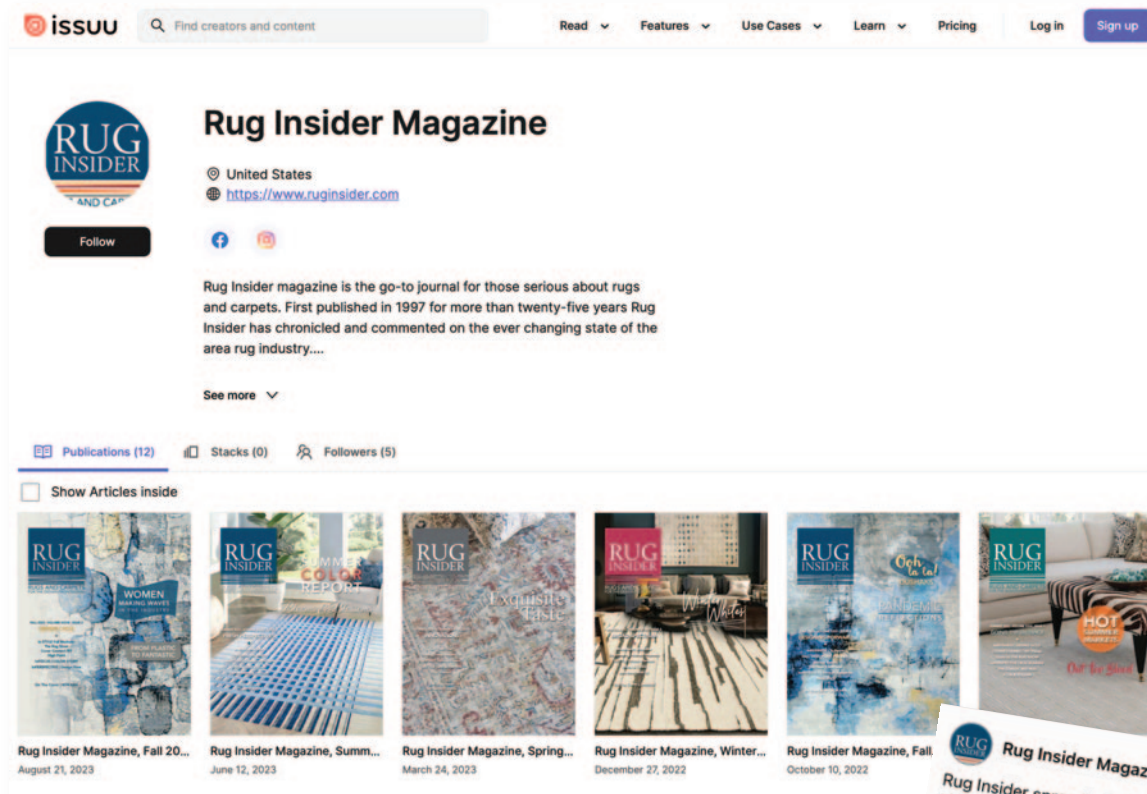
## Contact us

E-mail all press releases to:  
Peter Woodaman, Publisher – [peter@ruginsider.com](mailto:peter@ruginsider.com)

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**Peter Woodaman, Publisher**  
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[peter@ruginsider.com](mailto:peter@ruginsider.com)  
[ruginsider.com](http://ruginsider.com) @ruginsider.com



Our readers retain their print copies of RUG INSIDER for reference well beyond initial publication, giving your print ad staying power. Advertisers also receive **BONUS exposure** in our complimentary **Digital Edition available on ISSUU.com**. Each issue is faithfully reproduced in entirety for online/mobile browsing 24/7. Advertiser pages are linked to their respective websites. For even more reach, RUG INSIDER aggressively promotes our advertising partners via social media on our **Facebook and Instagram** feeds.





From *InDEPTH* feature stories to our *InFOCUS* trend review, *RUG INSIDER* Magazine editorial serves as your guide for navigating the future of floor fashion. Our *InSTYLE* Market Preview & *MM InSTYLE* Gallery deliver your first look at the offerings to debut at upcoming trade venues throughout the year. *In the SPOTLIGHT* walks the cutting edge of creativity, while *InPERSPECTIVE* takes a reflective look at various aspects of our industry. Each issue highlights the newest styles and the style makers who will help move your business forward.

**RUG  
INSIDER**

RUGS AND CARPETS  
FOR THE DESIGN PROFESSIONAL



Email Marketing is the easy, effective, and affordable way to communicate with your customers. Our attractive, professional email communications, ecards, announcements and newsletters deliver your message and help build strong customer relationships.

## ■ Targeted area rug industry subscriber list

We can also deliver to your supplied, permission-based email list.

## ■ Promote your social media accounts

We can link to your Facebook, Twitter, YouTube, Instagram, LinkedIn pages, and more.

## ■ Social Media Management/Social Media Advertising & Advertorial

## PRODUCTION

Our in-house advertising agency can handle your advertising production needs. Costs vary depending on the complexity. All production costs will be billed and are to be paid before campaign is run.

## Email Marketing Rates

Call for special email marketing opportunities and rates.



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# Advertising Insertion Order

## I agree to participate in the following 2024 RUG INSIDER issues:

☐ Winter 2024 ☐ Spring 2024 ☐ Summer 2024 ☐ Fall 2024

Print Ad size: Full Page ☐ 4/C ☐ B/W ☐  
1/2 Page Horiz. ☐ 4/C ☐ B/W ☐  
1/4 Page ☐ 4/C ☐ B/W ☐  
1/8 Page ☐

## I agree to participate in RugInsider.com Web site advertising:

☐ 12 Months Web Banner size:  
Logo Spotlight (A) ☐  
Prem. Leaderboard (B) ☐  
Sidebar Showcase (C) ☐  
Sidebar (D) ☐  
Premium Baseboard (E) ☐

Classified (Text/Image) ☐

## Closing Dates and Circulation

### Issue Dates Ad Materials Due\*

WINTER 2024  
Nov. 12, 2023

Atlanta Market,  
Domotex,  
Las Vegas Market  
Cover Connect LV

SPRING 2024  
March 1, 2024

High Point,  
ICFF

SUMMER 2024  
May 20, 2024

Atlanta Market,  
Las Vegas Market

FALL 2024  
August 5, 2024

High Point  
Cover Connect NY  
The Rug Show

\*Subject to Change

***We will comply with the rates, mechanical requirements and closing dates as stated.***

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_ Tel: \_\_\_\_\_

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

Ad Rate: (see rate card) \$ \_\_\_\_\_

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

Electronic Files: Enclosed ☐ To Follow ☐

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Please follow these guidelines when submitting print ads. Failure to do so may result in additional charges or incorrect reproduction of your ad. Please contact us if you have any questions regarding these requirements.

**Design Services:** Our in-house advertising agency can handle your advertising production needs. Costs vary depending on the complexity and size of ad. All production costs will be billed and are to be paid before the ad is run.

**Digital File Formats:** Press-ready PDF/x-1a with embedded fonts, CMYK color space; compression set to automatic/maximum; 300 dpi. Build pages to trim size with .125" (1/8") bleeds and crop marks. Spreads should be submitted as separate pdf files.

**Applications:** Our production department is Mac based. Supported applications **in order of preference:** Quark Xpress, Adobe Creative Cloud InDesign, Illustrator and PhotoShop, with support files/fonts included. Additional charges will apply to prepare or recreate ads for proper reproduction.

**Preflight Files:** We highly recommend preflighting to catch problems with files prior to submission. If you are using Quark Xpress, the built-in "Collect for Output" command assists in gathering your files.

**Bleeds:** Please adjust any bleeds to .125" (1/8") on all 4 sides.

**Safety:** All live matter must be 1/4" from trim on all sides.

**Gutter Safety:** 3/16" on each side (total 3/8").

**Colorspace & Resolution:** All colors/images should be in CMYK color space. Minimum resolution is 300 dpi at 100% of reproduction size. Other color spaces (i.e. RGB, indexed, etc) are acceptable but additional charges apply to convert to CMYK. Resulting color may need corrections, and is discouraged if color match is critical.

**Image Formats/Compression:** Contone images should be TIFF or EPS. LZW compression is recommended. JPEG compression is not acceptable. **Fonts:** Include ALL fonts (screen AND printer versions for Postscript Type 1) used in your document, including fonts used in placed EPS files or convert to outlines. Type 1 Postscript fonts are preferred.

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**Linking:** NEVER embed images; always link them. This allows us to inspect & correct them if necessary. Please provide all linked images.

**Trapping:** Please **DO NOT** attempt to trap your files. Do not set any element to overprint.

**Rich Blacks:** Rich or bump blacks should not exceed 60% cyan, 40% magenta, 30% yellow, 100% Black.

**Proofs:** For 4-color ads please submit a contract proof with files. An additional charge of \$95 per page applies to 4-color ads with no contract proof. For single color ads please submit a hard copy printout or at very least a PDF file.

**Film Ads:** RUG INSIDER Magazine is produced using direct-to-plate technology. All ads should be submitted as files and not film. Ads supplied in film format are subject to additional charges of \$275 to convert them to a digital format.

**File Submission:** Electronic file submission is preferred.

**Electronic File Submission:** Email files of up to 10MB to: peter@ruginsider.com.

**Files greater than 10MB should be submitted via file transfer using your preferred file sharing service or APP.** Include complete file description and email peter@ruginsider.com after file transfer to ensure receipt and proper file identification.

Files ideally should be compressed into a single file using Stuffit or Zip formats and named by company. Please contact peter@ruginsider.com with questions.