

Smoke & Fire News

Quarterly International Listing of Living History Events

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Advertising in Smoke & Fire News presents your merchandise or events to living history enthusiasts who need your products and are looking for events to attend or participate in. Readers are devoted to the many aspects of living history that the quarterly newspaper covers — Early American, Native American, Revolutionary War, Civil War, French and Indian War, War of 1812, Scottish, 17th-Century, Medieval, Old West and 20th-Century events.

Because our readers know we are especially devoted to living history, they will know by your presence in Smoke & Fire News that you are devoted in the same way.

Smoke & Fire News strives to place your ad next to articles and calendar listings pertaining to your time period. If you advertise on a regular basis, you keep your name in front of the people who use your products and attend your events.

DISPLAY ADS

Prices are determined using the following sizes in black and white. Prices are per issue. Please note the height (from top to bottom) and the width (from left to right). They are NOT interchangeable. A \$10 fee will be charged to reformat ads not matching specifications regarding height and width.

Ad Size	Per issue	Annual discount	
1/10 page (5"W x 3"H)	\$54	\$189	Limited full color and spot color ad space is available. Color ads must be provided electronically and be formatted for CMYK color separation. Please email or call for prices.
1/8 page (5"W x 4"H)	\$72	\$252	
1/5 page (5"W x 6"H)	\$108	\$378	
1/4 page (5"H x 8"H or 10"W x 4"H)	\$144	\$504	
1/2 page (5"W x 15"H or 10"W x 8"H)	\$288	\$1,008	
Whole page (10"W x 15"H)	\$540	\$1,890	
Per column inch	\$14/col inch	\$12/col inch	

Classified ads - 30 cents per word. Zip codes, email addresses, phone numbers and similar wording are counted as one word each.

Sutlers Row ads - \$15 per issue — Sutlers Row is intended for business card ads and is viewed by our readership as the “yellow pages” of reenacting. To take advantage of this special rate, send us your business card and run it for at least four issues.

Submission - Ads are preferably submitted by email as JPGs or PDFs to editor@smoke-fire.com, but submission on thumb drive or other electronic means is acceptable. If other means are not possible, submission by postal mail is accepted. Ads cannot be faxed.

Please fill out
the
ad contract
form
on back

Issue deadlines are:

Spring (March / April / May) - deadline Jan 15
Summer (June / July / Aug) - deadline April 15
Fall issue (Sept / Oct / Nov) - deadline July 15
Winter issue (Dec / Jan / Feb) - deadline Oct 15

For office use:

Date ad received in office _____ Email Mail In person
Date ad completed _____
Date ad approved by contact person _____
Email Phone call In person

AD CONTRACT

We will be happy to create your ad (except Sutler's Row ads) the first time for free. Please provide the wording you wish to include and a suggested layout in the blank area below. Be sure to email a copy of your logo or other artwork you wish to include in the ad in JPG or PDF format.

Cancellation policy: If you find it necessary to cancel an ad before the end of the contract, please remember there is a **45-day lead time**. You must cancel by the issue deadline or the ad will already be in process.

Type of ad: Display _____ Classified _____ Sutler's Row _____ Ad size: _____

Submitting finished ad? _____ Ad to be created by S&F? _____ (artwork to be emailed?)

First issue to run when? please circle below

Last issue to run when? please circle below

Spring Summer Fall Winter One time Other

Spring Summer Fall Winter Continue until further notice

_____ Payment enclosed \$ _____ (amount)

_____ Send bill One bill/year \$ _____ One bill/ad \$ _____ Other \$ _____

Name of business _____

Contact person _____

Address _____

City _____ State _____ Zip _____

Office phone _____ Cell phone _____

Signed _____ Date _____

Business representative

Signed _____ Date _____

Smoke & Fire representative

Please sketch rough outline of ads
to be created by Smoke & Fire