



The Carriage Journal

The official publication of the Carriage Association of America

Advertising Information

The Carriage Journal is sent to all CAA members and subscribers (across the U.S. and around the world). Most of *The Journal's* readers are actively involved in collecting, restoring, or driving carriages, and they look to the magazine for information on the goods and services they need. Our readers' main source of information regarding carriages and driving is *The Carriage Journal*.

Ad Sizes

Ad Sizes	width (in.) x height (in.)
Full-page	7.5 x 9.75
Full-page with bleeds	8.75 x 11.25 (trim size: 8.5x11)
Half-page - horizontal	7.5 x 4.75
Half-page - vertical	3.625 x 9.75
Quarter-page - horizontal	7.5 x 2.25
Quarter-page - vertical	3.625 x 4.75
Eighth-page - horizontal	3.5 x 2.25
Trade Directory	2.375 x 1.5

Submission Deadlines

Submission Deadline	2017 Mailing Date
November 22	January 3
January 23	March 1
March 24	May 1
June 22	August 1
August 25	October 2

Advertising Rates for a Single Ad

Ad Size	Cost per issue (discounts available for repeat advertising)
Full-page	color ad: \$495 / black-and-white ad: \$395
Half-page	color ad: \$345 / black-and-white ad: \$245
Quarter-page	color ad: \$225 / black-and-white ad: \$175
Eighth-page	color ad: \$135 / black-and-white ad: \$95
Trade Directory (1 year)	black-and-white ad: \$135 for 5 issues
Inside front cover	color ad: \$695 / black-and-white ad: \$595
Inside back cover	color ad: \$595 / black-and-white ad: \$495
Back cover	color ad: \$750 / black-and-white ad: \$625

Submission Guidelines

If you are submitting your ad electronically, please send a TIF, JPG, or PDF file. All files should be at least 300 dpi at the correct size. Please note the correct sizes, listed above! If we have to resize your ad, you will be charged a minimum design fee. Please email your files to info@caaonline.com or caa2@windstream.net. If you would like us to design your ad for you, please send all the information to either email address above, and be sure that all photos are as large as possible (we can also scan prints).

The Carriage Association of America

4075 Iron Works Parkway, Lexington KY 40511, USA • 859-231-0971 • 859-231-0973 (fax) • info@caaonline.com • www.caaonline.com

Full-page ad
7.5 x 9.75 inches
with bleeds: 8.75 x 11.25
(trim size: 8.5 x 11)

\$495 for color

\$395 for b&w

Quarter-page ad

3.625 x 4.75 in. (v)
or
7.5 x 2.25 in. (h)

\$225 for color

\$175 for b&w

Eighth-page ad
3.5 x 2.25 in.
\$135 for color
\$95 for b&w

Trade Directory ad
2.375 x 1.5 in.
\$135 for b&w
in 5 issues

Half-page ad

3.625 x 9.75 in. (v)
or
7.5 x 4.75 in. (h)

\$345 for color / \$245 for b&w