



# The Carriage Journal

The official publication of the Carriage Association of America

## Advertising Information

The Carriage Journal is sent to all CAA members (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

Available Ad Sizes	width x height
Full-page	7.25 in. x 9.75 in.
Full-page with bleeds	8.75 in. x 11.25 in.
1/2-page – horiz.	7.25 in. x 4.75 in.
1/2-page – vert.	3.5 in. x 9.75 in.
1/4-page – horiz.	7.25 in. x 2.25 in.
1/4-page – vert.	3.5 in. x 4.75 in.
1/8-page – horiz.	3.5 in. x 2.25 in.
Trade Directory	2.375 in. x 1.5 in.

### Submission Deadlines

Submission Deadlines	2010 Mailing Dates
November 19	January 4
January 22	March 1
March 26	May 3
June 24	August 2
August 25	October 1

### Ad Rates

Ad Size	1 or 2 Insertions	3 or 4 Insertions	5 Insertions
Full-page	color: \$450 / b&w: \$325	color: \$400 / b&w: \$300	color: \$350 / b&w: \$200
1/2-page	color: \$300 / b&w: \$200	color: \$250 / b&w: \$160	color: \$200 / b&w: \$125
1/4-page	color: \$200 / b&w: \$125	color: \$150 / b&w: \$100	color: \$100 / b&w: \$85
1/8-page	color: \$125 / b&w: \$75	color: \$100 / b&w: \$65	color: \$85 / b&w: \$50
Trade Directory (full year only)	b&w only: \$125 for 5 issues		
Inside front cover	color: \$650 / b&w: \$500	color: \$600 / b&w: \$450	color: \$575 / b&w: \$425
Inside back cover	color: \$525 / b&w: \$425	color: \$500 / b&w: \$400	color: \$450 / b&w: \$350
Back cover	color: \$600 / b&w: \$525	color: \$550 / b&w: \$500	color: \$525 / b&w: \$450

### 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 (listed above). Please e-mail your files to [info@caaonline.com](mailto:info@caaonline.com) or [caa\\_jennifer@windstream.net](mailto:caa_jennifer@windstream.net). If you would like us to design your ad for you (at no additional charge), please send all information to either e-mail address above, and be sure that all photos are as large as possible (we can also scan prints). If we design your ad, we will fax or e-mail a proof to you. Please contact us with any questions.

## The Carriage Association of America

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