

### 2021 Advertising Rate Sheet

The *Journal of Sports Philately* is published 4 times per year by Sports Philatelists International. The 40-page, full color magazine is digitally printed on 80 lb. text gloss and saddle-stitched. Circulation per issue (approx.): 150 print + 150 digital.

| Ad Size                       | Height x Width | Cost/Insertion       | Cost/Year <sup>1</sup>  |
|-------------------------------|----------------|----------------------|-------------------------|
| ¼ page                        | 4.75" x 3.25"  | \$15.00              | \$57.00                 |
| ½ page                        | 4.75" x 7.00"  | \$25.00              | \$95.00                 |
| Full page-inside <sup>2</sup> | 9.75" x 7.00"  | \$45.00              | \$171.00 <sup>4</sup>   |
| Cover <sup>2</sup>            | 10.00" x 7.50" | \$50.00 <sup>3</sup> | \$190.00 <sup>3,4</sup> |

1. 5% savings for paying for 4 insertions.
2. Full Bleed Printing is available for both full page and cover ads at no additional cost: finished size of ad should be 11.25" x 8.75" which includes 1/8" bleed and 1/8" safety margin on all sides.
3. The Inside Back Cover full-page is available beginning in Spring 2021.
4. Free website banner ad for all full-page or cover, 4-insertion subscriptions.

| Issue  | Insertion Deadline | Ad Copy Deadline | Publication Date* |
|--------|--------------------|------------------|-------------------|
| Spring | January 31         | February 15      | March 1           |
| Summer | April 30           | May 15           | June 1            |
| Fall   | July 31            | August 15        | September 1       |
| Winter | October 31         | November 15      | December 1        |

\* Publication date is approximate and may vary by up to 14 days.

### Requirements

1. Requests for ads may be submitted to the Ad Manager, Norman Jacobs (advertising@sportstamps.org) and are accepted contingent on space availability. SPI reserves the right to decline any advertising.
2. All ads must be prepaid in US\$. Preferred method is via PayPal (Account: treasurer@sportstamps.org). Business account checks in US\$ are also acceptable and may be mailed to Andrew Urushima, 1510 Los Altos Dr., Burlingame, CA 94010 USA.
3. Ad copy must be in digital format (PDF, JPG, PNG) and a minimum 300 dpi resolution. Both print and banner ads may be e-mailed directly to the editor: (president@sportstamps.org).