

ATHA ADVERTISING RATES and SIZES
Effective February 1, 2024

Ad Size	\$ Per Issue	Prepayment for 6 issues	Actual Measurements (h = height, w = width)	
1/12	70	340	square	2.25 x 2.25
1/6	120	580	vertical horizontal	2.25w x 4.75h 4.75w x 2.25h
1/3	185	820	vertical horizontal square	2.25w x 9.75h 7.5w x 3.0h 4.75 x 4.75
1/2	252	1035	horizontal Island	4.75h x 7.5w 4.75w x 7 h
Full page	360	1485		9.75 x 7.5w

For specific placement of full page color ads inside covers or back cover, there is a per issue premium charge of \$75.

By prepaying for a year, advertisers can lock into these annual rates with a substantial discount versus paying issue by issue. **Make all checks payable to ATHA.** Mail to Cynthia Norwood, 11001 Swelfling Terrace, Austin, TX 78737. Check must accompany advertisement. If from Canada, send money order in U.S funds. **We do not accept credit cards or PayPal for advertising at this time.**

Deadlines:

Dec 1	for Feb/Mar issue	Feb 1	for April/May
April 1	for June/July	June 1	for Aug/Sept
Aug 1	for Oct/Nov	Oct 1	for Dec/Jan

Files can be sent in pdf or tif files. We can assist with setting up your ad for a nominal fee. Ads must be rug hooking related or of particular interest to rug hookers. Photos must be high resolution and taken with the newest I-phone or I-pad or actual camera. Please contact me if you have any questions.

*******Those who pay a year in advance will automatically be listed as a resource on ATHA's website. www.ATHArugs.com**

Larger ads will receive fade-in/fade out coverage or complete reproduction of rotating ads on website.