



2010 Stairway Manufacturers' Association Newsletter Advertising Rates and Specifications

Ad Size	Single Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
Full Page (8 x 9.75)	\$285	\$480	\$715	\$950	\$1185	\$1400
Half Page (8 x 5)	\$150	\$250	\$365	\$500	\$625	\$750
¼ Page (4 X 5)	\$85	\$145	\$205	\$260	\$315	\$385
Business Card Size (3.5 x 2)	\$50	\$85	\$115	\$145	\$170	\$195

Please provide ads camera ready sized to the above specifications or electronically. If you are providing the information electronically please provide as a high-resolution jpeg, tiff or eps with fonts turned to outlines or curves. Please send on a CD or e-mail to address below. If you have any questions, please email: sma@stairways.org

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SMA Newsletter Schedule

Issue	Anticipated Distribution Date	Issue Advertisement Submission Deadline	Editorial Deadline
Jan/Feb	Jan 31	Jan 25	Jan 25
Mar/April	Mar 31	Mar 25	Mar 25
May/June	May 30	May 23	May 23
July/Aug	Jul 31	July 25	July 25
Sep/Oct	Sep 30	Sept 25	Sept 25
Nov/Dec	Dec 1	Nov 25	Nov 25