

The Anvil's Ring and Hammer's Blow, premier publications of the Artist-Blacksmith's Association of North America, delivers your message quarterly to the blacksmith community, which is comprised of professionals, hobbyists, amateurs.

## Copy Deadline and Publication Dates

### Winter 2010 Issue

Reservations: December 8  
Space deadline: December 15  
Publication date: March 15

### Spring 2010 Issue

Reservations: March 25  
Space deadline: April 1  
Publication date: June 15

### Summer 2010 Issue

Reservations: June 24  
Space deadline: July 1  
Publications date: September 15

### Fall 2010 Issue

Reservations: September 24  
Space deadline: October 1  
Publication date: December 15

*15% commission is available to recognized agencies according to magazine publishing standards.*



*Both Publications are mailed quarterly to all members. Membership approximately 4,000 with a pass-along rate of three readers for every magazine. That equates to about 12,000 highly targeted readers of your message each time it appears in The Anvil's Ring or Hammer's Blow.*

## Production

- Digital files may be submitted in the following software formats:
  - Adobe InDesign
  - Adobe Illustrator
  - Adobe Photoshop
  - PDF, JPG or TIFF (Hi Res)
- We will make every possible effort to read digital files submitted in the formats listed above. However, the magazine will not be responsible for incomplete or unreadable files. If you need design services or assistance with creating camera-ready art of desire a color ad, please contact the editor for rates and information.
- Ad design and production are available on an individual-fee basis.
- The publisher reserves the right to reject advertising copy and/or art work.

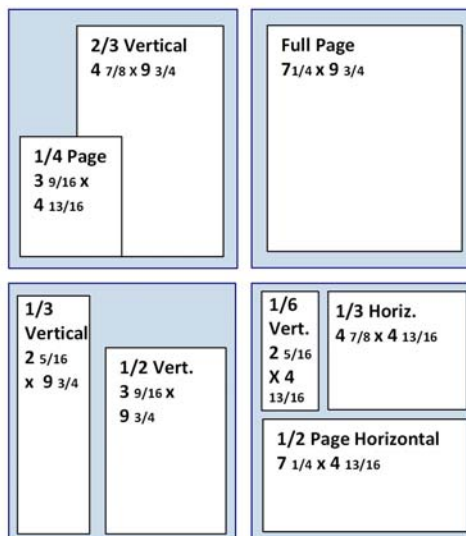
## Mechanical Requirements

Ad Size	Width" & Height"
Full Page	7 1/4 x 9 3/4
2/3 Page	4 7/8 x 9 3/4
1/2 Vertical	3 9/16 x 9 3/4
1/2 Horizontal	7 1/4 x 4 13/16
1/3 Vertical	2 5/16 x 9 3/4
1/3 Horizontal	4 7/8 x 4 13/16
1/4 Page	3 9/16 x 4 13/16
1/6 Vertical	2 5/16 x 4 13/16

### Online Marketplace

Your ad can be online and linked to your web site for only \$90 a quarter at <http://www.abanamarket.com>.

## Mechanical Visual Examples



**CONTACT THE ANVIL'S RING and HAMMER'S BLOW:**

ABANA Central Office,  
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