

**ATHA ADVERTISING RATES and SIZES**  
**Effective January 2018**

Ad Size	\$ Per Issue	Prepayment for 6 issues	Actual Measurements (h = height, w = width)	
1/12	60	310	square	2.25 x 2.25
1/6	110	525	vertical horizontal	2.25w x 4.7h 4.7w x 2.25h
1/3	185	747	vertical horizontal square	2.25w x 9.625h 7.125w x 3.06h 4.70 x 4.70
1/2	252	940	horizontal Island	4.70h x 7.125w 4.7w x 7.125h
Full page	360	1350	9.625 x 7.125w	

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 Swellfling 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. Contact [canorw@aol.com](mailto:canorw@aol.com) with any questions.

**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](http://www.ATHArugs.com) Larger ads will receive fade-in/fade out coverage or complete reproduction of rotating ads on website.**