

Smoke & Fire News

National Listing of Living History Events

27 N. River Rd., Waterville, OH 43566

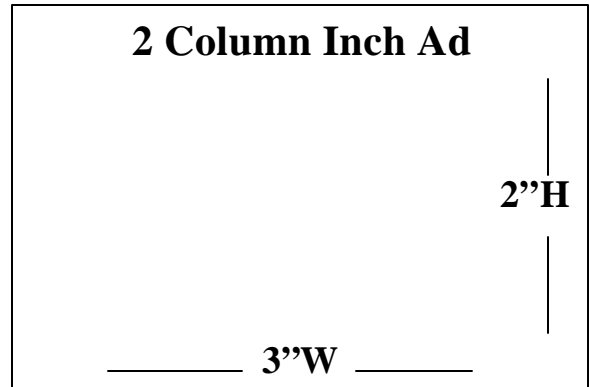
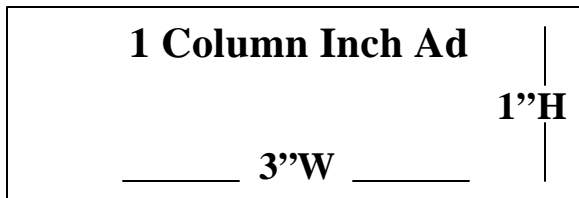
Phone (800) SMOKE-FI Fax (419) 878-3653
 editor@smoke-fire.com www.smoke-fire.com

Being an advertiser in Smoke & Fire News presents your merchandise to living history enthusiasts who need your products! They are devoted to the many phases of living history that the monthly newspaper covers (Buckskinning, Native American, Revolutionary War, Civil War, French and Indian War, War of 1812, Scottish, and Medieval events). Because our readers know that they are especially devoted to history, they will know by your presence in Smoke & Fire News that you are special too.

Smoke and Fire News strives to place your ad next to articles and calendar listings pertaining to your time period. If you advertise on a regular basis, you keep your name in front of those special people who use your products and attend your events. It is a proven fact that an ad needs to run at least six times before it reaches its full impact.

DISPLAY ADS

Smoke and Fire News computes ad size using a column width of 3 inches. One column width multiplies by one inch high and equals a one-column inch ad. See by the examples below the addition of height to the three-inch width.



AD Size	One Time \$9.00/col. in.	6 Times \$8.00/col. in.	12 Times \$7.00/col. in.	12 Times paid in advance, \$6.00/co. in.
2 col. in.	\$18	\$16	\$14	\$12
3 col. in.	27	24	21	18
4 col. in.	36	32	28	24
5 col. in.	45	40	35	30
6 col. in.	54	48	42	36

And So On.....

Special Rates for Pre-set sized Ads: The following prices are the cost of each ad per issue. Please pay attention to the **height** (measuring from top to bottom) and **width** (measuring from left to right). They are **not** interchangeable! A \$10.00 fee will be charged for having to reformat ads not matching set specifications regarding the height and width.

AD Size	One Time	2 Times	3 Times or More
1/10 page (3"H x 5"W)	\$ 36	\$ 33	\$ 30
1/8 page (4"H x 5"W)	48	44	40
1/5 page (6"H x 5"W)	72	66	60
¼ page (8"H x 5"W or 4"H x 10"W)	96	88	80
½ page (15"H x 5"W or 8"H x 10"W)	192	176	160
Whole page (15"H x 10"W)	360	330	300

CLASSIFIED ADS

\$.30 A Word (Zip codes, email addresses, and phone numbers are counted as one word each.)

SUTLER'S ROW ADS

\$8/Edition—Sutler's row is intended for business card ads and is viewed by our readership as "The Yellow pages of Re-enacting". To take advantage of this special rate, send us your business card and run it for at least 3 months.