

THE INK WELL MAGAZINE

ADVERTISING RATES

The Ink Well Magazine is a free quarterly publication. It is the only tattoo/art related publication in the central Pennsylvania area. The Ink Well Magazine is a synergistic creative publication that benefits everyone: advertisers, readers, artists, shops and distributors. It is an innovative way to gather people together to help change the face of tattoo as an art form and to help business minded people to grow their businesses.

As Central PA's first tattoo magazine, The Ink Well is your guide to finding a reputable professional tattoo artist and shop. A tattoo is a life long commitment, have a talented and trustworthy artisan create the tattoo you've always wanted. We provide our clients with solid advice, help showcase their business strengths and highlight their achievements. The Ink Well Magazine is the number one resource for readers searching for professional and reputable artists, businesses and services.



COVER POSITIONS

With pre-approval only-first come, first served. We reserve the right to move advertisements on these pages that are less than a full-page to another location, if a full-page ad becomes available.

COLOR

There is no additional charge for color advertising.

PUBLISHER RIGHTS

The publisher reserves the right to refuse any ad for any reason.

TRIM SIZE

8.5" x 11"

SENDING AD MATERIAL

We can take advertisement material in a few different ways. For an ad file or graphic transmission we routinely receive ad data as email attachments. The favored form is JPEG, TIFF, or PDF. It is preferable to send larger electronic files than smaller. We can down size if necessary, but if we begin with a file that is too small, it may not have enough data stored in it for good reproduction. If you have any questions about sending ad material don't hesitate to call or email us.

AD DEADLINES

The ad deadline is the 10th of the month preceding the issue date. For example, the ad deadline for the May issue is April 10th and the deadline for the September issue is August 10th.

FREQUENCY

The Ink Well Magazine is published four times a year. January, May, September and December.

CIRCULATION AND DISTRIBUTION

Our circulation is 3,000-5,000 copies every four months. That's over 16,000 copies annually. The Ink Well Magazine is steadily growing and we expect this publication and circulation expansion to continue.

Distribution is throughout central Pennsylvania. We distribute the last week of the proceeding month. For example, the January issue is distributed the last week of December.



WHY CHOOSE INK WELL?

ENJOY THE PERKS OF THE INK WELL MAGAZINE:

- Editorial inclusion
- Innovative promotions through features such as gift guides, can't-miss events, and dining guides.
- Promotion through The Ink Well's social media platforms.
- Up to three special events listed on The Ink Well's event calendar.
- Discounted ad rates for advertisements on website.

SPREAD YOUR MESSAGE:

- Over 16,000 copies annually
- Thousands of readers per issue.
- Primary distribution among 15 counties.
- Placement at convenient stores, welcome centers, newsstands food stores and more.

FUTURE ADVERTISERS:

- The Ink Well Magazine is top quality, classy and professional-just the image you want for your business.
- We make it easy for our advertisers by writing and designing great ads for you.
- Professional photography available. (Extra cost)
- Every issue is fresh and different, so your message stays fresh with every issue.
- You need new customers. You also need to maintain top-of-the-mind awareness with your existing customers.
- We understand your customers because they're our neighbors.
- The Ink Well Magazine is a great value for your ad budget. Dollar for dollar, you can't find a better bargain.

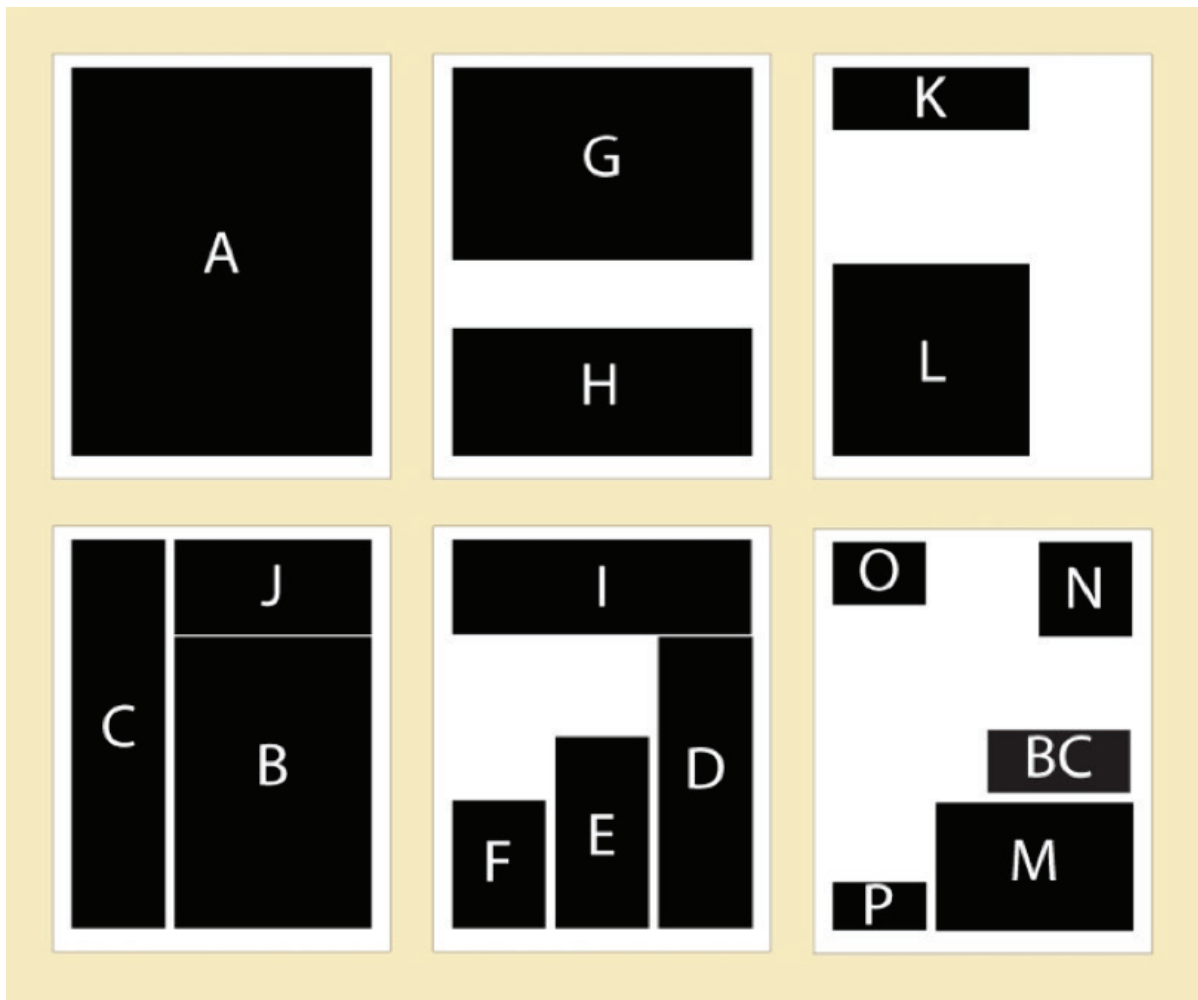


2014 - 2015 AD RATES

Size	Reference Letter (Chart)	Price
Full Page	A	\$600
Inside Front Cover or Inside Back Cover	A	\$700
Back Cover	A	\$800
1/2 Page - 2 columns	B	\$400
1/2 Page - 3 columns	G	\$400
1/3 Page - 1 column	C	\$300
1/3 Page - 2 columns	L	\$330
1/3 Page - 3 columns	H	\$330
1/4 Page - 1 column	D	\$250
1/4 Page - 2 columns	M	\$250
1/4 Page - 3 columns	I	\$250
1/6 Page - 1 column	E	\$150
1/6 Page - 2 columns	J	\$150
1/9 Page - 1 column	F	\$100
1/9 Page - 2 columns	K	\$100
1/10 Page - 1 1/2 columns	B/C	\$90
1/12 Page - 1 column	N	\$80
1/18 Page - 1 column	O	\$70
1/24 Page - 1 column	P	\$55

Please reference next page for examples of the sizing listed.

2014 - 2015 AD SIZES





DISCOUNTS

There is a difference between one-time ad rates and Bulk Space Contract rates. With a bulk space contract discounts will be offered according to a certain number of ads within a specified time period.

Full-page color ad in two consecutive issues at \$1,200 you will receive a full-page color ad for \$300. That's \$300 in savings!

Two ads full-page color-back inside cover in two of the four issues at \$1,400 you will receive a back inside color ad for \$400. That's a savings of \$300!

Three ads full-page color in three of the four issues at \$1,800 you will receive two full-page color ads for \$300 and one FREE full-page color ad! That's \$1,200 in savings!

All advertisers will be billed an additional \$50 for any type setting, layout, editing or printer charges incurred by The Ink Well Magazine in preparation of an advertisement that is not camera-ready. (i.e. Ads that require copy, photo, or artwork changes.)



CONTRACTUAL CONDITIONS

1. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
2. In the event that no acceptable copy for contracted space is furnished by closing date, The Ink Well reserves the right to repeat a previous advertisement or, if none exists, to charge for the reserved space.
3. All advertisements are accepted and published by The Ink Well upon the representation that the agency and advertisers are authorized to publish the entire contents and subject thereof.
4. The Ink Well Magazine reserves the right to reject or cancel any advertising, which in its opinion does not conform to the standards of the publication.
5. The Ink Well will not be liable to advertisers because of any failure to perform due to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publication's control. Further, The Ink Well shall not be liable for damages if for any reason it fails to publish any advertisement.