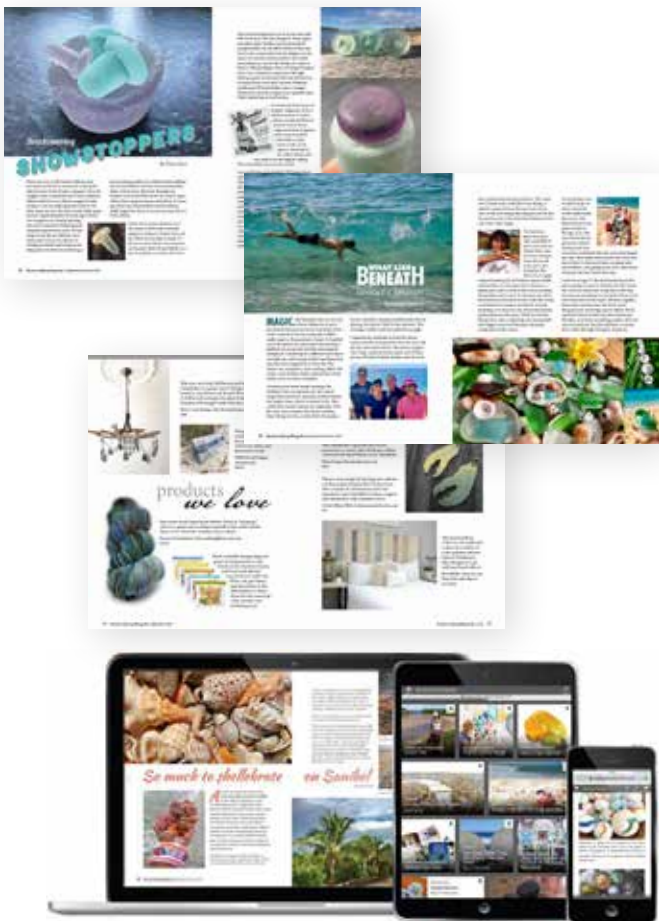


2020 ADVERTISER KIT





About the magazine



***Beachcombing* is the print and digital magazine devoted to beachcombing, beach destinations, and coastal living.**

Beachcombing has an audience of beach-loving, well-traveled readers who are passionate about sea glass, seashells, fossils, rock collecting, and beachcombing, as well as seeking information and inspiration about vacations, products, lifestyle, and decorating related to the shore.

The print and digital magazine is distributed to a worldwide audience, and our website and social media pages reach an enthusiastic audience. Engage readers in a personal way and get in front of a targeted audience of beach lovers by advertising with *Beachcombing*.

Article topics:

- Sea glass, seashells, driftwood, fossils
- Coastal art, jewelry, and gifts
- Travel destinations and events
- Beach-inspired décor
- Historical finds and beach treasures
- Conservation and wildlife
- How-to articles and craft ideas
- Collector and artisan interviews
- Reader photos and stories

View our website or contact us to find out about subjects in future issues.

For more information, please email us at ads@beachcombingmagazine.com

www.beachcombingmagazine.com

Beachcombing is published by Etched by the Sea Inc., PO Box 1910, Capitola CA 95010

General Rates for 2020

Size	Cost per issue		
	1 issue	3 issues	6 issues
Full Page	\$875	\$825	\$725
2/3 Page	\$600	\$550	\$500
1/2 Page	\$425	\$375	\$350
1/3 Page	\$300	\$275	\$250
1/4 Page	\$200	\$175	\$150
1/8 Page	\$150	\$125	\$100

Products We Love

1/6 Page	\$175	\$150	\$130
Social Media Post	\$150	\$125	\$100

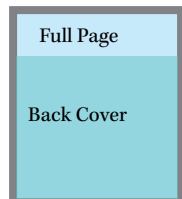
Premium Ad Rate - Full Page

Inside Front Cover	\$975	\$900
Inside Back Cover	\$925	\$850
Back Cover	\$1,000	\$925

Digital Advertising

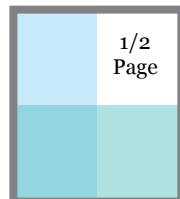
Digital Edition	— Included with all print ads —		
Website Banner Ad	\$150	\$125	\$100
Email Banner Ad	\$150	\$125	\$100
Giveaway Sponsorship	\$100		

Ad Sizes for 2020



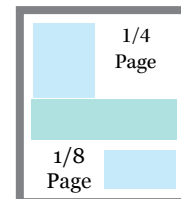
Full Page, Inside Cover:
8.375 x 10.875 + bleed

Outside Back Cover:
8.375 x 8.375 + bleed



1/2 Vertical:
4 x 10.875 + bleed

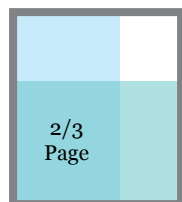
1/2 Horizontal:
8.375 x 5.5 + bleed



1/4 Vertical:
3.3125 x 4.4375

1/4 Horizontal:
6.875 x 2

1/8 Horizontal:
3.3125 x 2



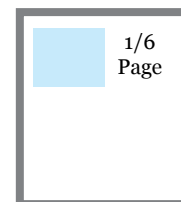
2/3 Vertical:
5.25 x 10.875 + bleed

2/3 Horizontal:
8.375 x 7.125 + bleed



1/3 Vertical:
2.875 x 10.875 + bleed

1/3 Horizontal:
8.375 x 3.5 + bleed



Products We Love
3.3125 x 2.875

Includes product photo, 20 words, and buying information.

Publishing Calendar and Ad Deadlines*

Issue	Purchase By	Submit Art By
Nov/Dec 20	September 1	September 14
Jan/Feb 21	November 5	November 15
Mar/Apr 21	January 4	January 15
May/Jun 21	March 5	March 15
July/Aug 21	May 7	May 14
Sept/Oct 21	July 2	July 14

Magazine Specs

All measurements are in inches. Trim Size: 8.375 x 10.875.
Binding: Perfect. Bleed: .25, Live/Safety: .5 from trim

Reproduction Requirements

All ads must be submitted as press-quality PDF format only. The resolution of all images should be a minimum of 300 dpi at final production size and should be in CMYK format. All fonts must be embedded in the PDF. If you do not have ad artwork prepared, we are happy to help you create your ad using your photos and content.

Payment

Payment is due on Purchase By date and ads not paid in full by Submit By date will not be run. 3x and 6x placements require full payment at Reserve By date of first insert issue. All prices in US dollars. *Beachcombing* does not offer credit and/or terms.

To reserve ad space or help with a custom advertising package, please email us at ads@beachcombingmagazine.com

www.beachcombingmagazine.com

In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the publisher's Rate Card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, and any other statutory or common law property right of any person, and that advertiser and/or the advertising agency will indemnify, defend, and save harmless the publisher, its agents, assigns, and successors against any claim, demand, costs, expenses, and damages, including reasonable attorney's fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing. *Beachcombing* reserves the right to refuse any advertising, at any time, for any reason. Rates are subject to change.

*Please contact us at ads@beachcombingmagazine.com to request an extension of deadlines.

Advertising Order/Contract

BEACHCOMBING

Advertiser Information

Name: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Facebook/Instagram: _____

Payment Information

PayPal Invoice

Billing Email Address: _____

Credit Card Payment

Name on Card: _____

Billing Address (if different):

City: _____ State: _____ ZIP: _____

Credit Card Number: _____

Expiration Date (MM/YYYY): _____ CVV: _____

Check

Please mail check to "Etched by the Sea Inc." PO Box 1910, Capitola CA 95010

Advertising Guidelines

All advertisements are subject to approval from *Beachcombing*. *Beachcombing* reserves the right to refuse advertisements that are deemed unsuitable. Publication of an advertisement does not constitute endorsement of the ad content.

Beachcombing reserves the right to add the word "advertisement" to ads that resemble editorial matter and to crop 1/8" from all sides of page.

Responsibility of copy: The Advertiser or agrees to indemnify and hold harmless *Beachcombing* and /or its agents from any liability, loss and expense of any nature arising out of the display of any graphics, text, display and illustrations supplied by the Advertiser.

Alterations

Cancellations or copy changes will not be accepted after advertising closing dates. A contract may be suspended or canceled on thirty days written notice, and rate will be adjusted to that earned by actual number of insertions used. Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with publisher's announced policies. Cancellations that occur because the magazine itself has ceased operations will allow for the advertiser to be reimbursed a per issue, pro-rated amount based on unused/paid for space/insertions.

Signature: _____ Date: _____

Name (printed): _____ Title: _____

Print Advertising

Full Page

2/3 Page Vertical 2/3 Page Horizontal

1/2 Page Vertical 1/2 Page Horizontal

1/3 Page Vertical 1/3 Page Horizontal

1/4 Page Vertical 1/4 Page Horizontal

1/8 Page 1/6 Page "Products We Love"

Inside Front Cover Inside Back Cover Back Cover

Digital Advertising

Website Banner Email Banner

Giveaway Sponsorship – Subject to availability; include details below

Issue(s)

November/December 2020

January/February 2021

March/April 2021

May/June 2021

July/August 2021

September/October 2021

View the Editorial Calendar on our website to see what we have lined up for upcoming issues. The schedule is subject to change, so please let us know if you would like to place your ad in an issue where a specific subject appears and if it moves to a different issue we can alert you to any changes.

Comments:

Amount: \$ _____

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