

**Showcase products and services. Raise awareness.  
Generate orders. Drive web traffic.  
Raise your profile on the national scene.**

*American Craft* offers a full-color advertising feature with small-space display ads at affordable rates. Appearing in every issue throughout the year, *American Craft* Marketplace connects you with a national audience of more than 70,000 affluent, educated and highly responsive readers. *American Craft* Marketplace is ideal for established advertisers, growing businesses, and emerging artists.

*American Craft* will design your ad with uniform fonts and consistent image sizes, displaying your products, services, and information in an attractive and easy-to-read format. Advertisers need supply only the image and ad copy. *American Craft* designs the ad at no additional charge.

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Rates	1x	3x	6x
Standard display	\$395	\$375	\$335
Deluxe display	\$695	\$675	\$635

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Display size	Full dimensions	Image dimensions	Max word count
Standard display	2½ in. w x 3 in. h	2 in. w x 1¼ in. h	30
Deluxe display (horizontal)	4¾ in. w x 3 in. h	3 in. w x 2½ in. h	60
Deluxe display (vertical)	2½ in. w x 5¾ in. h	2 in. w x 3 in. h	60

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**COPY REQUIREMENTS**

Copy may not exceed 30 words for a standard display ad or 60 for a deluxe display ad. Word count includes headline, body copy, and contact information. Copy may be edited to meet editorial and design guidelines.

**IMAGES**

Digital images must be 300 dpi. CMYK colors only. Coated GRACol 2006 profile preferred.

**FILE FORMATS**

JPEG, EPS, or TIFF files

**SUBMISSION**

Email your image and ad copy to [jsmith@craftcouncil.org](mailto:jsmith@craftcouncil.org)

**QUESTIONS?**

Joanne Smith, 612-206-3122  
*American Craft*  
1224 Marshall Street NE, Suite 200  
Minneapolis, MN 55413

**Schedule**

ISSUE	CLOSING DATE
Winter 2024: Dec-Jan-Feb	September 26, 2024
Spring 2024: March-April-May	December 12, 2024
Summer 2024: June-July-August	March 27, 2025
Fall 2024: Sept-Oct-Nov	June 19, 2025
Winter 2025: Dec-Jan-Feb	September 25, 2025



# AMERICAN CRAFT MARKETPLACE



## Artist's name

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)



## Interior design

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)

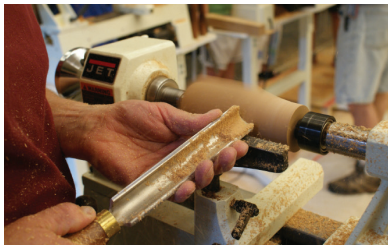


## Gallery

Deluxe display, vertical

Choose the Deluxe display for a higher word count (60) and more image space. This is a great way to have your work, studio, gallery, or school stand out in a big way. Submit your digital image and copy, and let *American Craft* do the rest! Choose from either vertical or horizontal designs.

[yourwebsite.com](#)



## School name

Subhead, if desired

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)



## Artist supplies

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)

## Gallery Three-line Headline

Deluxe display,  
horizontal



Choose the Deluxe display for a higher word count (60) and more image space. This is a great way to have your work, studio, gallery, or school stand out in a big way. Submit your digital image and copy, and let

*American Craft* do the rest! Choose from either vertical or horizontal designs.

[yourwebsite.com](#)



## Artist's name

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[yourwebsite.com](#)

The *American Craft* Marketplace showcases artwork, gallery, events, products, and services.