

SLIPPERY ROCK GAZETTE

The Fabricator's Choice for Information, Education & Entertainment

Reach the **REAL Stone Industry Audience**

Our readers are stone fabricators, installers, shop owners and stone-affiliated business owners.

The SRG goes to the pros who actually SPECIFY, BUY and USE your product! Compare our rates audience exposure to any stone industry publication – we offer the best value and return for your marketing investment!

To get your message out, we also partner with the SFA, SESA, Natural Stone Institute, Artisan Group, Rockheads Group, ISFA, All Slab Fabbers, and more!



Reserve Your 2023 Ad Space!

OUR 6,500 + DEDICATED PRINT READERS ARE: 72% Fabricators; 25% Owners and Shop Managers; 3% Stone Industry Affiliation. Delivered monthly for over 27 years, the SRG is read by certified stone professionals, with over 20,000 additional monthly impression from SRG website visits, our monthly eblast, and social media posts.

www.slipperyrockgazette.net

Call for a quote: 832-338-5188
g.covell@SlipperyRockGazette.net



We reach over 20,000 Stone industry pros per month with print, web and our eNewsletter.
www.slipperyrockgazette.net /

2023 Production Week for Ads, Content, Classifieds, & Press Deadlines

2023	Ad, Content Close	Classifieds Close Date	Press Deadline (NLT)
January 2023	Tues, Nov 29, 2022	Tuesday, Nov. 29, 2022	Wed, Dec. 7, 2022
February	Tues, Dec. 27, 2022	Tues, Dec. 27, 2022	Wed, Jan. 11, 2023
March	Tues, Jan. 24, 2023	Tues, Jan. 24, 2023	Wed, Feb. 8
April	Tues, February 21	Tues, February 21	Wed, March 8
May	Tues, March 21	Tues, March 21	Wed, April 12
June	Tues, April 25	Tues, April 25	Wed, May 10
July	Tues, May 23	Tues, May 23	Wed, June 7
August	Tues, June 27	Tues, June 27	Wed, July 12
September	Tues, July 25	Tues, July 25	Wed, August 9
October	Tues, August 22	Tues, August 22	Wed, Sept 6
November	Tues, Sept. 26	Tues, Sept. 26	Wed, Oct. 11
December	Tues, Oct. 24	Tues, October 24	Wed, Nov. 8
January 2024	Wed. Nov. 22	Wed, Nov. 22	Wed, Dec. 13

Please note: All deadlines are subject to revision.

Extensions after Ad / Content due date are available by special arrangement only.

Slippery Rock Gazette Print Advertising

Schedule is for our print publication: Content and ad materials.

Print ads: Scheduled ads will be picked up from last published version unless new materials are provided by close date.

Classified Ads: Single or multi-month Print and Web listings available; ad text should be submitted through our online portal – slipperyrockgazette.net/classified/listing

Online ads appear on the SRG Online Classifieds page as soon as approved, are posted free for 30 days, and are renewable. **Our online edition pdf and flipbook includes all ads, and is posted for one month.**

NOTE: All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the press date. Ads cannot be removed after the press deadline and will be billed to the advertiser.

The *Slippery Rock Gazette* is published monthly, since 1995. For details on participating in a Slippery Rock advertising program for your stone industry product, please contact us:

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SRG Fax: 865-688-8254
www.slipperyrockgazette.net

2023 Advertising 4-Color Rates

Display Ad Space	Frequency: 1 to 6	7 to 12
Full Page, Full Bleed	\$3,200	\$2,500
Inside Back Cover	\$4,500	\$4,000
2/3 Island	\$2,500	\$2,200
1/2 Page- Horizontal	\$2,200	\$2,000
1/4 Page	\$1,200	\$1,000
1/8 Page	\$800	\$600
Marketplace*	(\$100*)	\$1,000

Display Ad Sizes:

Full Page: 10.875"W x 11.25"H
Includes .125 Bleed

2/3 Island Vertical: 7.45"W x 8.375"H

1/2 Page Horizontal: 10"W x 5.625"H

1/2 Page Vertical: 4.875"W x 10.2"H

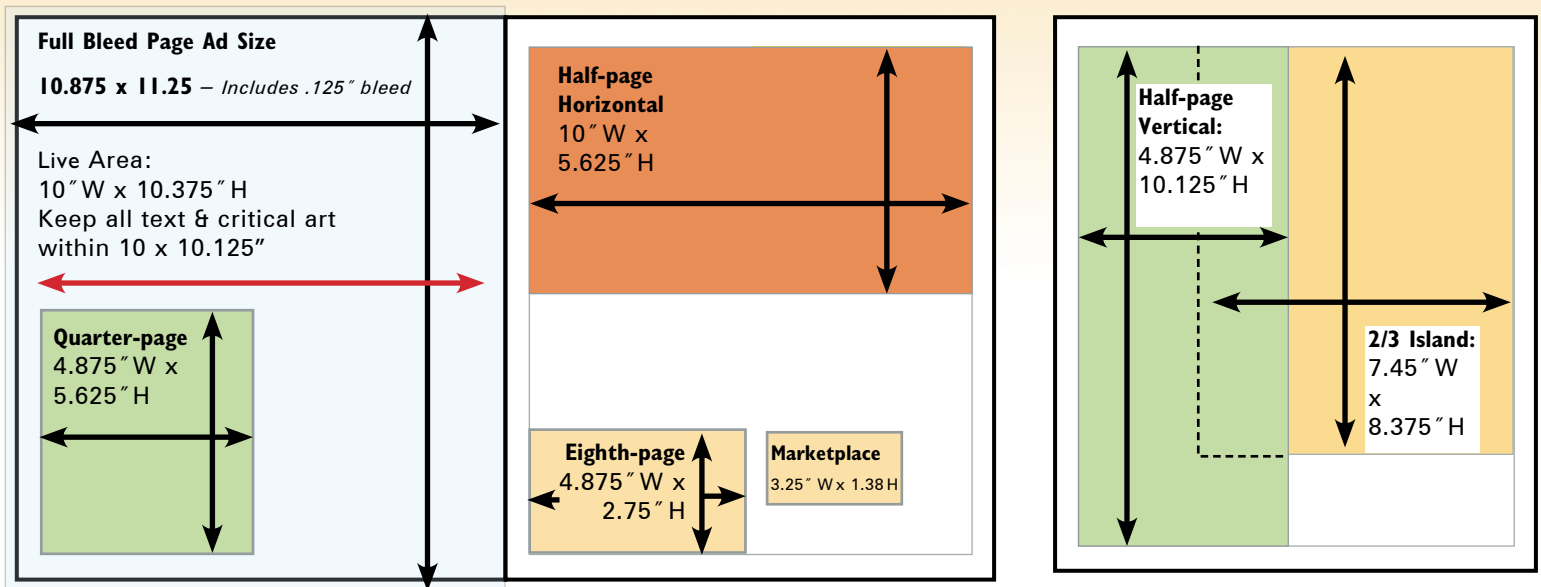
1/4 Page: 4.875"W x 5.625"H

1/8 Page: 4.875"W x 2.75"H

Single Placement rates on as-available basis. Add 10% for a reserved, guaranteed specified position.

Reserved, specified ad space is limited. Contact us by the ad deadline—the month before you wish ad to start – to reserve space.

All prices listed are net 30 days with no agency commission discount. *Marketplace is only available in 3, 6 or 12 month insertions



Printing Specs, File Preparation and Submission Guidelines

No SPOT colors, custom PMS colors or rich black available.

NEW SRG Page Specification: 10.75 x 11. New for 2023- Full page bleed 10.875 x 11.25

Printed on a roll-fed web press using CMYK UV-set process inks, trimmed to an oversize tabloid format., All pages use 60# coated. **Page live area is 10 x 10.375 inches. Include .125 bleed for all ad dimensions. Digital File Requirements:** 300 dpi resolution CMYK PDF preferred, or non-compressed, highest quality JPEG file. All photos and art submitted for ad and editorial preparation should be 300 dpi resolution, saved as .tif, .pdf or .jpg with no LZW or JPEG compression. Multiple files (more than two files) MUST be zipped (ZIP) or stuffed (.SIT) before sending by email, FTP, Dropbox link, etc. Contact us for additional details on large files.

Accepted Formats, Ads: High resolution, press quality PDF, set up **page size 10.75 x 11.0 H, include .125" bleed, no crops.** All color files should be CMYK, **no spot colors.** Native files accepted in InDesign CS6 or CC; Photoshop PSD, PDF, TIFF or JPEG; for Illustrator PDFs – all fonts must be converted to paths. No native CorelDraw, Publisher or CAD files. **Rich black backgrounds will be converted at production cost.**

Accepted Formats for articles and press releases: Microsoft Word or PDF; include print resolution jpg photos as separate files.

Please provide Type One postscript or Open Type fonts with native files. Include fonts when collecting files for output and when submitting InDesign, Illustrator, or Photoshop native files. Any Windows PC & TrueType fonts will be replaced with closest available Mac OS versions at industry production rates. Missing Windows fonts with no equivalent font in our library will be replaced **at cost + industry rates.** Include both printer and screen fonts for packaged printer fonts and screen fonts for Photoshop (.psd), InDesign (.indd) or Illustrator (.ai) files.

Files smaller than 10 MB may be emailed to lhod@slipperyrockgazette.net. When emailing or uploading multiple files, package in a Stuffit (.sit) or ZIP file. Press releases must include all supporting graphic files, including photos, logos and charts and graphics. **Due to ink-offset printing concerns, no solid black ads with reversed white type will be accepted. All spot colors will be converted to CMYK equivalents. FTP Ad transmission:** Contact us to submit files over 10 MB in size.

NEW SLIPPERY ROCK MULTIMEDIA ADVERTISING PACKAGES

The *Slippery Rock Gazette* offers custom advertising packages combining the powerful reach of our print and online monthly publication, with website advertising, and our monthly eblast. Packages start at six print ads and six SRG website ads, plus a sole advertiser eblast sponsorship. Available in 1/4 page print & up

Multimedia Packages Frequency: 6x Print, 6xWeb, 1xEblast

1 Page + 400 x 500 Web +1 eblast \$17,000

1/2 Page + 400 x 500 Web +1 eblast \$14,000

1/4 Page + 400 x 500 Web +1 eblast \$10,600

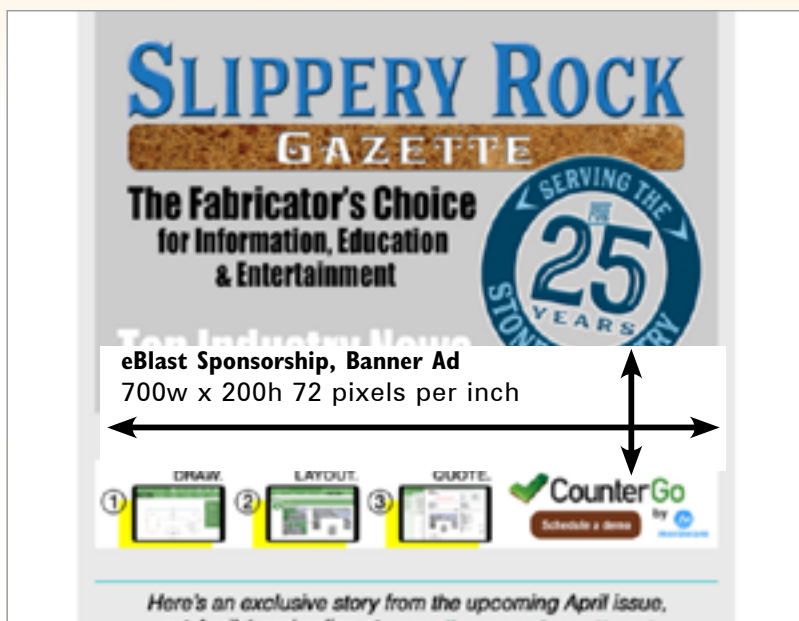
Web advertising = Home page advertising on www.slipperyrockgazette.net.

Contact publisher@slipperyrockgazette.net and g.covell@slipperyrockgazette.net for additional prices and scheduling.

Home Page sponsorship ads – Top Position - \$1000 per ad. Specs: 400 x 500 pixels, 72 pixels per inch (PPI).

eBlast Newsletter sponsorship is available at \$800 per newsletter. Specs: 700 w x 100 pixels, 72 PPI.

Website Ad Size	Frequency:	1x	6-12x
Sponsor Ad 400w x 500h Pixels:		\$1,000	\$800 each
- Guaranteed Top Position		\$1,200	
eBlast, Monthly Newsletter, 700 x 200		\$1,000	\$800 each



To submit a digital media eBlast ad or SRG Homepage ad

email: lhood@slipperyrockgazette.net

Sponsor a monthly eBlast or become an online SRG sponsor.

- Ads may also be submitted by email to g.covell@slipperyrockgazette.net. Send us your information using the online form found [here](#) on www.slipperyrockgazette.net.
- EBlast ads include your preferred link to your product web site.
- Payment for Print Online, Web, B to B and eBlast ads must be made at the time of submission. Credit or Debit Card only. A PDF Credit Authorization Form is available by email request, or by download from www.slipperyrockgazette.net.



Rates for Classified and Marketplace 4-color Print ads

Ad Size, Cost Each Placement	1-6 Placements	7-12 Placements
Classified Display Ads, 1 Col = 1.85" W		
1 Column Wide x 1.25 Inch High	\$50.00	\$35.00
2 Columns Wide x 1.25 Inch High	\$90.00	\$70.00
2 Columns Wide x 2.5 Inches High	\$180.00	\$150.00
Marketplace Company Listing:	\$100.00	\$1,200
Web Gold Sponsor Online Ad 400 x 500:	\$1,000 each	\$800

Marketplace listing for your company or product.

3.25" x 1-3/8".

Reach the market for only \$100 per month, available in a prepaid 6 or 12 months insertion contract.

SRG Home Page, eBlast and Print Ad packages now available.

The Slippery Rock Classifieds • Left Hand Page

SRG Marketplace

Stone Marketplace Listings:
Color ad can feature your company logo, website, phone and email contact and product information. Ask us how to qualify for a free listing!

**3.25 W
x 1.375" H**

The Slippery Rock Classifieds • Right Hand Page

Classifieds

Text only:
70 words
max per
ad

Classified Ads, Text Only Listings FREE LISTING FOR:
Used Equipment, Help Wanted and Business Opportunities. Use our easy online form. Limit 70 words per listing. 30 day placement, renewal available. Contact us before Classified Close Date (see page 2) to renew box ad contracts.

Two Col (3.75)
x 1.25" Box

Note: Max Box
ad Size is
3.75 x 2.5" H

Classified 4-c Ads, One Column: 1.85" wide

Two Columns: 3.875" wide

Compare and save with our competitive prices for a color display ad on our Classified page.

Prime Online Sponsor Ad
\$1000 per Ad Guaranteed Top Placement.

Sponsor 400 x 500 \$800 Per

To submit a print Classified, Marketplace, or B to B text ad
Go to <http://www.slipperyrockgazette.net>

- Classified text listings are now offered FREE to the stone industry in both the print and web edition Slippery Rock.
- Ads may be submitted by filling out the online form found on our website www.slipperyrockgazette.net. The same ad may be listed online and in print. Do not use ALL CAPS when you submit your ad.
- Maximum of 70 words per text listing for Help Wanted, Services, Used Equipment or Business Opportunity. Business to Business text ads: maximum 125 words. Please review all your ad info before submitting.
- Payment for online web ads must be made at the time of submission. Credit or Debit Card only. A PDF Credit Authorization Form is available by email request, or by download from the *SlipperyRockGazette.net* website. Home page web ads and eBlast banner ads include a live link.
- Online Classified Ads are posted for 30 days, and may be renewed for additional issues by contacting the *Slippery Rock Gazette* prior to expiration deadline. Online classified ads usually post same day received.
- All classified ads are subject to approval and editing before placement.

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