



American Period Furniture

Journal of the Society of American Period Furniture Makers
www.sapfm.org

August 10, 2009

Published annually by the Society of American Period Furniture Makers (SAPFM), *American Period Furniture* is a peer-reviewed scholarly journal that addresses the educational needs of its woodworking readers. Each issue of the journal features articles related to all aspects of furniture making including period design, tools, techniques, and the history of cabinetmaking in America. As an association publication, 1500 issues are distributed each December to the SAPFM membership, with additional copies reserved for sale on the organization's website at www.sapfm.org.

About our Readers

The membership of SAPFM is comprised of professional and serious hobbyist woodworkers. The majority of *American Period Furniture* readers are male, over age 50, college educated, and live east of the Mississippi. More than 60% of our readers spend ten hours or more in their shops weekly. Over 50% spend more than \$500 annually on tools and lumber, with nearly a quarter spending more than \$2000. Over 90% use the Internet.[†] Since its founding ten years ago, SAPFM has grown steadily and currently numbers just over 1000 members. The readers of *American Period Furniture* are a target market for companies offering tools, hardware, lumber and other specialty supplies to enthusiastic furniture makers.

Why You Should Advertise in *American Period Furniture* 2009

The ad rates for *American Period Furniture* are among the most reasonable of any publication today. As the only periodical of its kind, APF is highly valued by its readers and is referred to again and again. To help increase the value of your advertising dollar, SAPFM places a link to all journal advertisers in the main menu of its website pages at www.sapfm.org. We have also created a page to feature our advertisers, regardless of dollar amount spent, that includes a brief annotation and link to your website for an entire year. To see examples, visit www.sapfm.org/tools_supplies.php.

We hope that our ability to provide these online marketing services for you and our members will encourage you to reserve your ad space for this year's edition of *American Period Furniture*. We have enclosed an order form for you that includes ad size and pricing information. Ad rates remain unchanged from last year. Payment for ads is due October 16, 2009. The journal will be printed in November. Please contact me at the address, email or phone printed below if you have questions.

Sincerely,

Mark Arnold, Editor
American Period Furniture

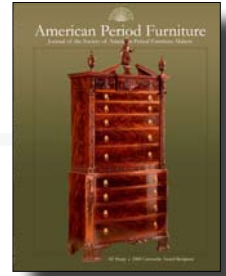
[†] Survey conducted in 2006

Now pay by credit card!

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2009



Insertion Order

Your Business Name _____

Company representative _____

email: _____ ph: _____

1 Please check the box below indicating the size and type of ad you wish to place.

- ¼ page black and white \$100
- ½ page black and white \$175
- Full page black and white \$325
- ½ page color (4/4) \$350
- Full page color (4/4) \$550

Advertisement Dimensions

¼ PAGE (VERTICAL ONLY): 3.5" W x 4.875" H

½ PAGE (HORIZONTAL ONLY): 7.25" W x 4.875" H

FULL PAGE: 7.25" x 10"

- Width x Height: 8.375" x 11.125"
- Bleed Size: Type and images must be ¼" from trim line on all sides
- Trim Size: 8.25" x 10.875"

2 Artwork. Check one of the following:

- New ad copy enclosed.
- New ad copy will be submitted before October 16, 2009 (email to apfeditors@aol.com or send disc)
- Use same ad as last year (no changes).
- I would like *American Period Furniture* to format my ad and am sending the necessary text and image files via email or CD. Include an additional \$50 fee for this service.

File Formats

Camera-ready artwork of print quality standard is required. Born-digital and scanned copy should be no less than 350dpi. Press-ready PDF files are preferred. TIFF, JPG, EPS, AI and INDD files are also accepted. Copy on CD-ROM may be mailed to the address at the bottom of this page.

3 Payment method:

Amount due \$ _____

Payment is due in full by October 16, 2009. U.S. funds only. Materials will be processed upon receipt of payment.

Please check one of the following:

- New** Credit card (complete form at right)
- Check or money order payable to SAPFM _____
Check # _____

Special Instructions _____

4 Send a copy of this form with your payment and ad copy to:

American Period Furniture
423-A South Galena Rd.
Sunbury, OH 43074

			Expiration date
circle one			____/____

Account #			

Name of cardholder			

Signature (required)			

All of *American Period Furniture's* print advertisers will also receive a link from the home page (and a dozen other pages) of www.sapfm.org for one year!

Questions? Email Mark at marnold@sapfm.org