

Mechanical Requirements & Specifications

The Anvil's Ring and Hammer's Blow, premier publications of the Artist-Blacksmith's Association of North America, delivers your message quarterly to the blacksmith community, which is comprised of professionals, amateurs and artists.



Both Publications are mailed quarterly to all members. Membership approximately 4,000 with a pass-along rate of three readers for every magazine. That equates to about 12,000 highly targeted readers of your message each time it appears in The Anvil's Ring or Hammer's Blow.

Copy Deadline and Publication Dates

Anvil's Ring

Winter ad deadline	October 15
Mailed to members	December 1
Spring ad deadline	January 15
Mailed to members	March 1
Summer ad deadline	April 15
Mailed to members	June 1
Fall ad deadline	July 15
Mailed to members	September 1

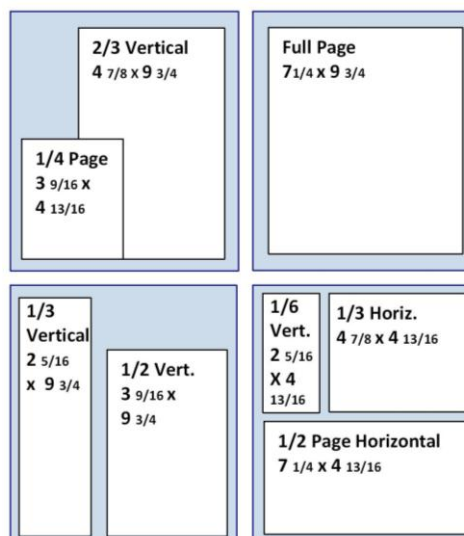
Hammer's Blow

Winter ad deadline	December 1
Mailed to members	January 15
Spring ad deadline	March 1
Mailed to members	April 15
Summer ad deadline	June 1
Mailed to members	July 15
Fall ad deadline	September 1
Mailed to members	October 15

Production

- Digital files may be submitted in the following software formats:
 - Adobe InDesign
 - Adobe Illustrator
 - Adobe Photoshop
 - PDF, JPG or TIFF (Hi Res)
- We will make every possible effort to read digital files submitted in the formats listed above. However, the magazine will not be responsible for incomplete or unreadable files. If you need design services or assistance with creating camera-ready art or desire a color ad, please contact the editor for rates and information.
- Ad design and production are available on an individual-fee basis.
- The publisher reserves the right to reject advertising copy and/or art work.

Mechanical Visual Examples



Mechanical Requirements

Ad Size	Width" & Height"
Full Page	7 1/4 x 9 3/4
2/3 Page	4 7/8 x 9 3/4
1/2 Vertical	3 9/16 x 9 3/4
1/2 Horizontal	7 1/4 x 4 13/16
1/3 Vertical	2 5/16 x 9 3/4
1/3 Horizontal	4 7/8 x 4 13/16
1/4 Page	3 9/16 x 4 13/16
1/6 Vertical	2 5/16 x 4 13/16

Online Marketplace

Your ad can be online and linked to your web site for only \$90 a quarter at <http://www.abanamarket.com>.

CONTACT THE ANVIL'S RING and HAMMER'S BLOW:

ABANA Central Office,
259 Muddy Fork Road
Jonesborough, TN
37659

Send Ad Material to:
JoAnn Bentley

Phone: 423-913-1022
FAX: 423-913-1023

E-mail:
joann@abana.org

See our Insertion Order for 2 & 4-Color Rates, Special Positions, Inserts, and Classified Ads