

# Tournaments Illuminated

an International Publication of the Society for Creative Anachronism, Inc.

## RATE CARD

### About *Tournaments Illuminated*

Now in its fifth decade of publication, *Tournaments Illuminated* is the Society for Creative Anachronism's quarterly magazine available by subscription to its members in 24 countries around the world. Article topics cover how to thrive in the SCA, as well as works of research on pre-seventeenth-century Western culture. *Tournaments Illuminated* also features museums exhibits of interest, medieval destinations, book reviews, a humor column, and listings of major SCA events.

### To Place an Ad

Please reserve your space before the closing date. To reserve space, complete the advertising contract, and send with payment and artwork. All three items must be received by the closing date of each issue.

### Closing Dates

*Tournaments Illuminated* is published four times a year with the following closing and mailing dates.

Issue	Closing Date	Mailing Date
First Quarter	November 7	January 7
Second Quarter	February 7	April 7
Third Quarter	May 7	July 7
Fourth Quarter	August 7	October 7

### Mailing Instructions

Please make all checks payable to the Society for Creative Anachronism, Inc. We recommend that you send any advertising materials via UPS, Express Mail, Federal Express or some other secure and traceable method of delivery. To e-mail digital files, please send them to: Louise@SCA.org

Send advertising material, signed contract and payment to:

Society for Creative Anachronism, Inc.  
Attn: Advertising  
P. O. Box 66347  
Scotts Valley, CA 95067

### Position Requests

Position requests will be complied with, when possible, but are not guaranteed.

### Tear Sheets

Upon publication, we send a tear sheet from the issue to all display advertisers. All classified advertisers receive a photocopy of the advertisement.

### Display Advertising Rates, Sizes and Mechanical Instructions

It is preferred that all display advertising be submitted as high-resolution PDFs at 100% of reproduction size. For all other formats, please contact us.

We reserve the right to adjust ads as needed to meet format and mechanical requirements, and to charge for such work.

Ad	Size	1 Insertion	4 Insertions price per insertion
Full page	7-1/2"w x 10"h	\$925	\$825
1/2 page horizontal	7-1/2"w x 4-7/8"h	\$500	\$475
1/2 page vertical	3-5/8"w x 10"h	\$500	\$450
1/3 page vertical	2-3/8"w x 10"h	\$350	\$325
1/4 page horizontal	7-1/2"w x 2-3/8"h	\$275	\$250
1/4 page vertical	3-5/8"w x 4-7/8"h	\$275	\$250
1/8 page horizontal	3-5/8"w x 2-3/8"h	\$150	\$130
Outside Back Cover	Call for price and availability		

### Classified Advertising

Classified-style advertising is printed in the *Village Green* section, the first page of the advertising section. The charge is 35¢ per word. We define "word" as any grouping of letters or numbers separated on both sides by a space. There is no charge for typesetting, and you may specify certain words or phrases in italic, bold, or bold italic. Classified ads must include a name, address and zip code.

### Terms of Payment

Payment for each insertion of an ad is due by the closing date for that issue. We will bill clients on multiple-insertion contracts six weeks before that date. We reserve the right to discontinue running ads that are on contract if an account becomes past due. Past due accounts will be charged 1.5% interest per month (18% per annum). If an advertiser uses fewer insertions than originally contracted for, we will bill for any unearned discounts that were deducted from previous invoices.

### Cancellations

Cancellations or changes in orders are not accepted after an issue's closing date.

### Contract Conditions

- The publisher reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.
- The publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the advertising deadline) should the allotted space be filled.
- The liability of the publisher for any error, delay or omission for which it may be held legally responsible will not exceed the cost of the space paid for and occupied by the ad. The publisher will not, in any event, be liable for loss of income or profits, attorneys' fees and/or court costs, or any consequential damages.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- The publisher is not liable for delays in delivery and/or non-delivery in the event of strikes, work stoppages, accidents, fires, Acts of God or any condition beyond the control of the publisher affecting production or delivery in any manner.
- All advertising copy, text, display and illustrations are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and that the advertiser and/or their agent are authorized to publish the entire contents and subject matter of the advertising, have secured proper written consents for the use of names, pictures, and testimonials of any person; and may lawfully publish and cause such publication to be made.
- The advertiser and/or their agent agree to defend, indemnify and save harmless the publisher from any and all liability, loss and expense of any nature arising out of such publication, including and without any limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, loss of income or profits, damages, attorneys' fees, and/or court costs, or any consequential damages.
- Advertisements which, in the sole judgment of the publisher, are not immediately identifiable as such will be clearly labeled "Advertisement".
- Rates and conditions are subject to change without notice.
- Oral agreements will not be binding on the publisher.
- Cancellations or changes in order are not accepted after closing date.
- The publisher may hold the advertiser and its advertising agency jointly and severally liable for all sums due and payable to publisher.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with the provisions of this rate card or with the policies of the publisher.

# Tournaments Illuminated

## ADVERTISING CONTRACT

**ADVERTISER**

COMPANY NAME	
CONTACT	EMAIL ADDRESS
ADDRESS	
PHONE	FAX

For the contract year of \_\_\_\_\_, 20\_\_ through \_\_\_\_\_, 20 \_\_, I authorize *Tournaments Illuminated* magazine to run an advertisement in the issue(s), size and shape indicated below.

**RATE**

- Single Insertion
- Four Insertions

**ISSUE**

- First Quarter 20\_\_ (Ad copy and payment due Nov. 7)
- Second Quarter 20\_\_ (Ad copy and payment due Feb. 7)
- Third Quarter 20\_\_ (Ad copy and payment due May 7)
- Fourth Quarter 20\_\_ (Ad copy and payment due Aug. 7)

**SPECIAL INSTRUCTIONS**  
(including preferred position, if any)

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DISPLAY ADVERTISING
<ul style="list-style-type: none"> <li><input type="checkbox"/> Full page</li> <li><input type="checkbox"/> 1/2 page horizontal</li> <li><input type="checkbox"/> 1/2 page vertical</li> <li><input type="checkbox"/> 1/3 page vertical</li> <li><input type="checkbox"/> 1/4 page horizontal</li> <li><input type="checkbox"/> 1/4 page vertical</li> <li><input type="checkbox"/> 1/8 page horizontal</li> <li><input type="checkbox"/> Outside Back Cover</li> </ul>

CLASSIFIED ADVERTISING
<p>Text of ad (please type or print clearly):</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/>
Number of words _____

I agree to the terms and provisions stated in the current *Tournaments Illuminated* rate card. I understand that I will be invoiced for reserved space for which ad copy has not arrived by the closing date, or for unearned discounts that were deducted from previous invoices.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_

Please make all checks payable to the Society for Creative Anachronism, Inc.  
Send advertising material, signed contract and payment to:

Society for Creative Anachronism, Inc.  
Attn: Advertising  
P. O. Box 66347, Scotts Valley, CA 95067  
Email [Louise@sca.org](mailto:Louise@sca.org)  
Phone 408 912-1524 | Fax 408 217-5499