Soda Lime Times 2019 Media Kit

*Soda Lime Times* is a digital magazine devoted to the art of beadmaking in soft glass. We published our first issue in July 2011, and now have readers from all over the world. Each month in *Soda Lime Times* our readers find informative and interesting articles about lampwork and all facets of glass, plus at least four tutorials for projects they can make in their own studios. The projects are geared to the intermediate beadmaker, as our goal is to help our readers become better beadmakers.

When we first began producing the magazine, our mission was clear: to provide a platform for talented artists to have their work seen by their peers while providing quality content to our readers – and projects they could actually DO!

Over the years we have featured the work of well-known and up-and-coming beadmakers from every corner of the globe, and articles by some of the most well respected experts in the field of glass beadmaking. We work with [Beads of Courage](#) to supply our readers with ideas for beads they can make and send to this highly respected organization that aids children dealing with serious illness.

As an advertiser, your ad will be viewed by the very people who buy your products, and if it appears in *Soda Lime Times*, our readers consider you to be a trustworthy source for their lampworking needs. Because we are primarily subscription supported, we make every effort to keep our advertising rates as low as possible. Not only do you get good exposure for your business, but we also send you a link to every issue (a $59.40 value each year).

*Soda Lime Times* is a beautiful magazine with rich, diverse content and a different theme each month. As we continue to grow we are reaching out to new advertisers who wish to grow along with us.

Diane Woodall
Submitting an Ad to Soda Lime Times

Soda Lime Times is a digital magazine that is published online 12 times a year (on the first of each month). All advertisements published in Soda Lime Times are in full color unless otherwise requested. We can build your ad for you for a flat one-time fee of $35.00, or you may supply your own ad. We encourage you to include your URL in your ad, but we can also place a link on your ad to your website.

Ads submitted should be a minimum of 180 dpi resolution (a higher resolution of 300 dpi makes for a better looking ad) and should be built to the size specified on the chart below. Any ad not built to size will be re-sized to fit, which may result in distortion. We recommend using a higher resolution as it does result in a crisper looking ad.

Ad formats accepted are as follows: JPG, PDF, EPS or TIFF. All fonts and graphics should be embedded and any Photoshop files should be flattened. Soda Lime Times will not be responsible for any errors contained within ads submitted from outside sources.

All ads must be submitted via email to diane@sodalimetimes.com by the 20th of the month in order to be in the next issue.

If our graphics department creates your ad, you will be provided with a proof of your ad via email for your review and approval. You will not be charged for any changes or corrections during the course of your advertising run. If you renew after your advertising run expires, you will then be charged a $35.00 fee only IF there are any changes to your ad, otherwise it will be free to do a straight pick up from your previous run. Of course, advertising rates will apply.

### Classified Ads:

Classified ads appear at the end of the magazine and are listed by category.

- $96 per year for a three-line ad
- A link to the magazine is included with all ads (a $59.40 value)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page</td>
<td>3.45” W x 2.25” H</td>
<td>$25 per month or $225 per year</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.45” W x 4.64” H</td>
<td>$50 per month or $450 per year</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.45” W x 9.4” H</td>
<td>$100 per month or $900 per year</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” W x 4.64” H</td>
<td>$100 per month or $900 per year</td>
</tr>
</tbody>
</table>
# 2018-2019 Classes

**Where glass, play & inspiration meet.**

<table>
<thead>
<tr>
<th>Class</th>
<th>Instructor</th>
<th>Date</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature in Glass</td>
<td>Kim Fields</td>
<td>November 1-5, 2018</td>
<td>$1,100</td>
</tr>
<tr>
<td>Call or email to get on wait list!</td>
<td>Kristina Logan</td>
<td>January 11-13, 2019</td>
<td>$775</td>
</tr>
<tr>
<td>Implosions, Hollows, Enamels &amp; Op Art</td>
<td>Astrid Riedel</td>
<td>February 21-25, 2019</td>
<td>TBA</td>
</tr>
<tr>
<td>Implosions, Flower Cane, Silver Glass &amp; Mokume Gane</td>
<td>TBA</td>
<td>Feb. 28-March 4, 2019</td>
<td>TBA</td>
</tr>
<tr>
<td>OP-Art, Silver Glass, Flower Cane, Implosions, &amp; 3D Twist</td>
<td>TBA</td>
<td>March 7-11, 2019</td>
<td>TBA</td>
</tr>
<tr>
<td>Hollows, Enamels, Implosions &amp; Mokume Gane</td>
<td>TBA</td>
<td>March 14-18, 2019</td>
<td>TBA</td>
</tr>
<tr>
<td>Honeycomb Heaven</td>
<td>Leslie Foster</td>
<td>April 13-14, 2019</td>
<td>$525</td>
</tr>
<tr>
<td>Color Magic</td>
<td>Lisa Fletcher</td>
<td>May 2-6, 2019</td>
<td>$1,175</td>
</tr>
<tr>
<td>Twists, Disks &amp; Big Hole Beads</td>
<td>Heather Trimlett</td>
<td>November 7-11, 2019</td>
<td>$1,175</td>
</tr>
</tbody>
</table>

*New!*

- Reserve your seat today!
- [the-melting-point.com](http://the-melting-point.com)  928.554.4754
- 1449 West State Route 89A, Suite 1, Sedona, Arizona 86336

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### Ad Information

- **1/4 page ad**
  - $50 per issue, or $450 per year

- **1/2 page vertical ad**
  - $100 per issue, or $900 per year

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**Ad Examples:**

- [Kim Fields](#)
- [Kristina Logan](#)
- [Astrid Riedel](#)
- [Leslie Foster](#)
- [Lisa Fletcher](#)
- [Heather Trimlett](#)
Schedule of Classes 2017

We have a fabulous line-up for this rest of this season through December 2017. See our schedule below. Check our web site for the details!

For information or to sign up, email Marley Beers at beadcamp@gmail.com or call 919-323-9799. Visit our web site at www.beadcamp.com
Submission of ads:

Contact Darryle Jadaa
darrylejadaa@gmail.com

• Files can be submitted via email or Dropbox.

• Payment for ads can be made via PayPal or check. Please provide us with your PayPal email and we will send an invoice. *Soda Lime Times* is published on the 1st of each month, and we ask that payment for ads be received ten days in advance for your ad to appear in that issue. Exceptions can be made on a case by case basis, so please contact us and we’ll be happy to work with you.

• Because *Soda Lime Times* is a digital magazine, ads cannot contain tiny type as in a print publication. Please keep this in mind when designing your ad. It should be bright and eye-catching, with easy-to-read text (stay away from the frilly italics). Your ad can contain more than one link if you prefer, but should contain at least one URL in the text.

Thank you for considering *Soda Lime Times*. We are looking forward to the opportunity to work with you.