



Basketry+ Magazine **2023 Media Kit**

Connect with your audience in the world of traditional and contemporary basketry. Advertising in our outlets will bring your message to an interested & active group of subscribers.

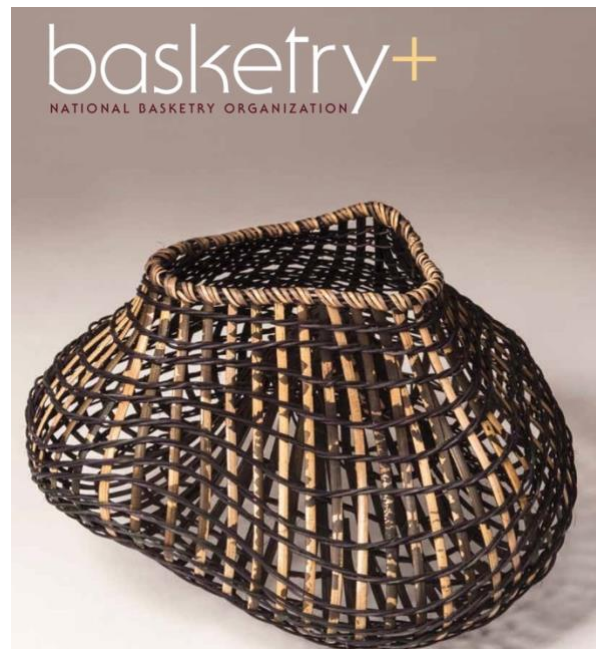
Our Audience

- NBO has approximately 700 members. NBO Members are predominately from the United States with some international members. Our Membership continues to grow yearly as a result of NBO's outreach efforts and interest in basketry.
- Copies of the magazine circulate widely among many diverse guilds and their members in the US and other countries. They are an active and engaged membership group of the NBO, continually searching for new inspiration and ideas and the avenues that will lead them there.
- The Over/Under electronic newsletter goes to well over 2,000 subscribers. NBO's e-newsletter boasts an incredible 55-65% open rate and high click-through rate.
- NBO advertises in other publications: Surface Design Association, Handweavers Guild of America & Studio Art Quilt Associates.
- Our Facebook page has over 6,000 LIKES, with posts reaching over 10,000 people weekly and keeps growing! *Find us at* www.facebook.com/basketry

Connect Online

As an added value for advertising in our *Basketry+*, the National Basketry Organization will provide a link to your website in the Resources area of nationalbasketry.org.

NBO will provide a link to the Advertiser's listing on the highly popular Over/Under e-newsletter, sent monthly to our subscribers.



Basketry + Specifications & Rates

	1X	2X	3X
1/4 page vertical 3.625 w x 4.75 h inches (92.07 x 120.65 mm)	\$170	\$165	\$150
1/2 page horizontal 7.5 w x 4.75 h inches (190.5 x 120.65 mm)	\$300	\$290	\$275
1/2 page vertical 3.625 w x 9.75 h inches (92.075 x 247.65 mm)	\$300	\$290	\$275
Full Page Ad 8 w x 10 h inches (203.20 x 254 mm)	\$525	\$505	\$475

- Bleed is included in size noted above. Please ensure that all text is placed within 1/4" from the edge of the ad.
- Files should be emailed to advertising@nationalbasketry.org
Preferred file type is pdf, with all fonts and images embedded. Jpegs also are accepted. Must be in high resolution (300+px).

Dates	Ad Confirmation	Anticipated Publication
Spring 2023	March 10	May 1
Summer 2023	June 10	August 1
Fall/Winter 2023	September 15	December 1

Advertisers will be emailed an invoice and payments can be made in US checks, bank or postal checks, or PayPal.

We look forward to working with you to promote your business in print and online!

“NBO is about communication. As a national organization we work to bring people together to create a community. Our members are members because they want to hear from us. Advertising with NBO means connecting with our members and our nonmember online contacts. We provide connections and welcome the opportunity to help YOU make those connections.” NBO President, Annetta Kraayeveld.

For ad sale information contact:
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www.nationalbasketry.org