

CLOWNING AROUND

2018-2019 Media Information
& Advertising Rates



“**T**he World Clown Association exists to serve the needs of the members of the association, to serve the needs of local affiliate clown alleys, and to promote the art of clowning throughout the world”

- purpose statement of WCA

We invite you, a quality resource provider, to help us accomplish this objective

Who reads Clowning Around



Clowning Around is read by [but not exclusive to] clowns, magicians, variety artists, balloon artists, face painters, storytellers, circus fans, mimes and junior joeys world wide.



Clowning Around is the number one source for information, supplies, educational resources and entertainment features of clowns throughout the world; with a circulation of 2500, your target market is sure to be reached.



Why advertise in Clowning Around

“**C**lowning is one of the most free and open art forms... incorporate aspects of all other art forms. Clowns are free to show expertise or feign incompetence. Clowns are free to explore. Clowns are free to succeed or fail in their endeavors. Clowns are free to laugh and cry. Clowns are free to relate to young and old” - anonymous [excerpt from a clown creed]

2018 rate card & schedule

PUBLICATION MONTH / MATERIAL DUE

January Issue / by November 1

March Issue / by January 1

May Issue / by March 1

July Issue / by May 1

September Issue / by July 1

November Issue / by September 1

*December Collector Issue / posted on WCA online, articles of lasting value, by October 1

**Articles for the collector issue will be accepted at any time throughout the year up til October 1.*

Label in subject line "for December Collector's issue"

Inside Cover - Back or Front	Color & Full Bleed*	\$400.00 /issue	\$1080.00/3 issues**	\$2,800.00/7 issues
Outside Back Cover	Color & Full Bleed*	\$375.00/issue	\$1013.00/3 issues**	\$2,625.00/7 issues
Full Page Inside	Color / Black & White*	\$375.00/issue	\$1013.00/3 issues**	\$2,625.00/7 issues
Two-Thirds Inside	Color / Black & White*	\$300.00/issue	\$810.00/3 issues**	\$2,100.00/7 issues
Half Page Inside	Color / Black & White*	\$225.00/issue	\$608.00/3 issues**	\$1,575.00/7 issues
Quarter Page Inside	Color / Black & White*	\$150.00 /issue	\$405.00/3 issues**	\$1,050.00/7 issues
Eighth Page Inside	Color / Black & White*	\$100.00 /issue	\$270.00/3 issues**	\$ 700.00/7 issues

*Due to advances in digital printing, there is no cost difference between a Color or Black & White ad. Therefore, if an ad is submitted in Black & White, it will be printed as Black & White; for an ad to be printed as Color, it needs to be submitted in Color.

A 10% discount for advertisements in Clowning Around for **3 consecutive insertions each. Along with Free posts on FB page & on FB group (one each per month for 2 Months). If advertisements are not consecutive, the regular price will be charged.

Ad payment to:

Checks payable to **World Clown Association** along with completed Insertion Order Form should be sent

WCA - PUBLICATIONS DEPARTMENT
C/O JANET TUCKER
6334 New Hampshire Avenue
Hammond, Indiana 46323

Please Note:

Cancellations in writing on or before the deadline, no cancellations or alterations of space will be accepted after the deadline.

All ads are subject to acceptance by World Clown Association - Clowning Around Publications Department in Hammond, Indiana.

Copy and Space Order Regulations

Publisher reserves the right to reject any advertising. In consideration of CLOWNING AROUND's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend CLOWNING AROUND against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of CLOWNING AROUND's printing, publishing, or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services. In no event shall CLOWNING AROUND be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to CLOWNING AROUND for the publication or distribution of such materials.

File Formats

Please note the following guidelines when preparing your ad files for *CLOWNING AROUND* magazine. If in doubt, e-mail for clarification.

- ▼ PDF is preferred file format for static ads.
- ▼ For static ads, also accept EPS, TIFF, flattened PSD, and JPEG files (300 DPI).

General File Prep

- ▼ Please embed fonts (PDF and EPS) or convert type to outlines.
- ▼ Send files at the dimensions at which they are to be reproduced (see other page for sizes).
- ▼ Name files clearly, indicating company name and issue date.

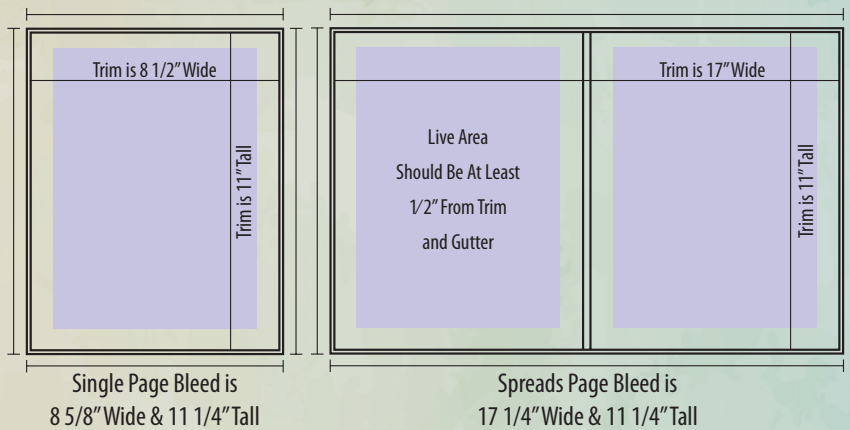
Preparation of PDF Files

To create your PDF, please use Acrobat Distiller or the Export/Save feature in Microsoft Word, InDesign, Photoshop, or Illustrator.

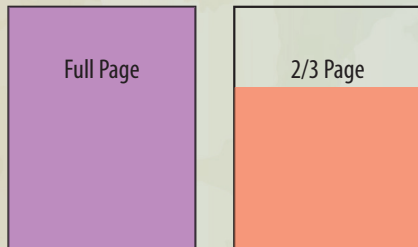


The magazine offers five ad choices: full, two-thirds, half, quarter and eighth of a page. Please take care to create your ad(s) to the desired size shown in the table below.

BLEED/TRIM/LIVE AREA

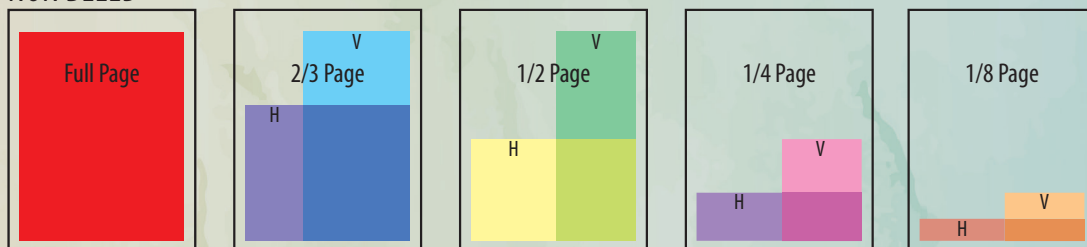


FULL BLEED



- Inside Cover - Back or Front
 - 8.625" x 11.25" - Full Bleed • 8.5" x 11" - Trimmed
- Outside Back Cover
 - 8.625" x 7.625" - Full Bleed • 8.5" x 7.5" - Trimmed
- Full Page Inside - 8.5" x 11" - Full Bleed/Trimmed • 7.5" x 9.5" - Non Bleed
- Two-Thirds Inside - 7.5" x 6.1625" - Horizontal • 4.825" x 9.5" - Vertical
- Half Page - 7.5" x 4.625" - Horizontal • 3.625" x 9.5" - Vertical
- Quarter Page - 7.5" x 2.1875" - Horizontal • 3.625" x 4.625" - Vertical
- Eighth Page - 7.5" x 1" - Horizontal • 3.625" x 2.1875" - Vertical

NON BLEED



Ad Submission to: Publication Department c/o jb@jellybean-clown.com or Chelle (Editor/Layout) c/o rstevendesign@gmail.com

ADVERTISE

on our



facebook[®]
MEDIA

Page: <https://www.facebook.com/worldclownassociation/>
Group: <https://www.facebook.com/groups/926038507475559/>

Reasons to promote your ad on Facebook page

- It's an easier and faster way to promote your business.
- The capability to drive people to your website via a direct link.
- Increased Exposure to Potential Customers.
- Builds brand exposure.
- Expands your online presence.

Statistics

- More than **6000** fans on WCA page.
- Wider Reach – Followers from over 60 countries.
- 48% of fans on our page are between the age of 25 to 44 yrs.

Our Rates

USD 100/- per month

(2 post on Facebook page & 2 post on Facebook group.)



2018-19 ADVERTISING INSERTION ORDER FORM

CLOWNING AROUND Magazine Published by the W.C.A.

ADVERTISING COMPANY _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Website _____

Contact Person _____ Email _____

Billing Agency/Company (if different) _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Website _____

Contact Person _____ Email _____

Place mark (X) in months advertisement is to appear in **CLOWNING AROUND** magazine

ISSUE	JAN	MAR	MAY	JUL	SEPT	NOV
SIZE (indicate if varies)						
DUE	11/01	1/01	3/01	5/01	7/01	9/01

Cancellations in writing on or before the deadline, no cancellations will be accepted after the space deadline.

COLOR

4-color Black/White

SIZE OF ADVERTISEMENT

Full page** 2/3 page** ****inside covers or back cover**
 Full page 2/3 page 1/2 horizontal 1/2 vertical
 1/4 horizontal 1/4 vertical 1/8 horizontal 1/8 vertical

AD MATERIALS

New materials (due by deadline above. Please note that a previous ad on file will run if no new materials are received by deadline)

Repeat ad from issue _____ Continue running current material

▼ Digital ads required. Prefer high-resolution, press-quality .pdf, embed fonts. Screen: Minimum 300 dpi.
(Refer to rate card)

▼ NEW MATERIALS: SEND TO rstevensdesign@gmail.com and copy jb@jellybean-clown.com

Special instructions _____

PAYMENT OPTIONS

Prepayment (check enclosed) Bill to (address above) Credit Card (WCA will contact you for information)

X _____
Authorized Signature Date

SUBMIT SIGNED INSERTION ORDER TO (ELECTRONICALLY PREFERRED):

Questions? Contact: Janet Tucker at jb@jellybean-clown.com or Chelle at rstevensdesign@gmail.com

▼ 6334 New Hampshire Avenue ▼ Hammond, IN 46323 ▼



CLOWNING

A clown's makeup
and character,
that's all he has
to sell. He loves
and believes in
that character.

– Emmett Kelly