

# ARTS AND CRAFTS COLLECTOR

## Advertising in 2022 for ArtsandCraftsCollector.com



*Since January 1st, 2010, we've provided collectors with news, stories, and advice that you need.*

*Even throughout the difficult pandemic years, EVERY quarter of the years 2020 and 2021 CONSISTENTLY saw at least 15,000 sessions where online collectors chose our website to turn to. We ARE VISIBLE in the Arts and Crafts era collecting community.*

- **We take care of our advertisers.** We're all about loyalty here. In the midst of 2020, we took care of our advertisers and exhibitors by reminding readers of their services during a challenging time for commerce and wrote profiles of those who could provide a service: a tradition that continues today as our Collector's Guides and News articles feature stories about the people who are known across the country for being the best.

- **We send out a weekly email blast** to our subscribers, letting them know what news stories, events, and features we are publishing that week. Our readers look out for our blast and come to our website weekly.

- **We are easy to find.** We are the #1 Google listing in at least five keywords including "Shopmarks," "Fulper Glazes," and TOP three Google rated with 16 others like "Dirk Van Erp lamp Restoration" "Roycroft lamp" and others. Through the tireless efforts of *Arts & Crafts Shopmarks 1895 – 1940* author Bruce Johnson, we have the most complete Shopmarks guide anywhere online.

- **Our website is multi-functional.** With a comprehensive Shopmarks guide, a growing business listing, a list of Arts & Crafts reference books, a Travel Guide, and of course, our weekly series of News articles, Little Journeys, and Collector's Guide articles, there are plenty of reasons for today's collectors to come use our website.

We additionally are **the first source for breaking news** about the National Arts and Crafts Conference at the Grove Park Inn...aside from arts-craftsconference.com of course.

Our readers are your customers. *We are an Arts and Crafts website.* We do one thing and we work hard to do it well.

So if you're ready, check out our prices on the next page and then [click here to send us an email](#) and see how artsandcraftscollector.com can work for you...

# ARTS AND CRAFTS COLLECTOR

## Display Ad Advertising in 2022 and 2023 for ArtsandCraftsCollector.com



1-month plan	\$150.00
3-month plan	\$350.00
6-month plan PLUS	\$550.00
Bonus: 1 month free for a total of 7 months AND one free business listing (see the next page.)	
12-month plan PLUS	\$1,000.00
Bonus: 2 months free for a total of 14 months, 1 free business listing, 1 free article written about your business at artsand-craftscollector.com and the option of the following: a second free category in the business listing, (a \$49.00 value) OR Kate designs or re-designs your ad for you.	

If you already have an existing ad with us and that is the ad and link you'd like to continue to use, please let us know for an easy renewal. If you are a new advertiser, here is what you would need to provide:

- (1) a **URL link** to your online store to get people purchasing immediately and
- (2) a **400 by 400 pixel graphic** unless you choose for Kate to create an ad for you (she will reach out to you and tell you what she will need in that case). You can save the file in either JPG, GIF or PDF form as we have published all three types. The digital files must be prepared in the CMYK format with at least 300 dpi.

Example of display ads on the Home page. The ads will rotate on the right hand side column on a computer screen view.

### ARTS AND CRAFTS COLLECTOR

HOME BUSINESS DIRECTORY ARTICLES RESOURCES

### IN THE NEWS

**The Pinwill Sisters, Heavy Metal and More**

by Kate Nixon Virtual Presentations Violet Pinwill, one of three sisters that started a business in Cornwall, developing carvings. The works of the Pinwill sisters can be seen in 185 churches within the Cornwall area. Image courtesy of Gender Desk. "The Remarkable Pinwill Sisters" by Dr. Helen Wilson March 28th, 2022 11:00am Eastern / 8:00am Pacific Free Online Presentation In honor of Women's History Month, Dr. Helen Wilson will conduct a free discussion via Zoom about the English Pinwill Sisters and their carving works in over 185 Cornish churches. Hosted by Kresen Kernow, Cornwall's state-of-the-art archive center, this presentation ...

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# ARTS AND CRAFTS COLLECTOR

## Business Listings in 2022 for ArtsandCraftsCollector.com

Between ArtsandCraftsCollector.com and our sister website, Arts-CraftsConference.com, we've got an extensive network of Arts and Crafts professionals that include exhibitors, advertisers, artists and craftspeople and supporters. **ArtsandCraftsCollector.com** is aiming to become the largest portal of Arts and Crafts businesses in the country. With a personalized business listing, you can connect with thousands of our Arts and Crafts website readers.

There will be a couple changes implemented into our business listings moving forward:

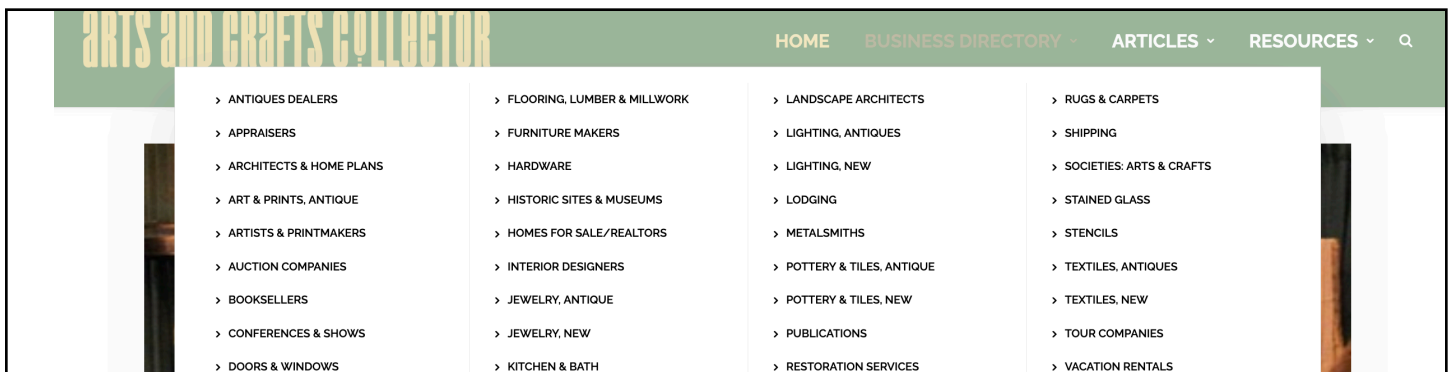
- in articles where professionals with listings are mentioned, we will include a direct link to their business listing so readers can interact with your listing.
- listings will have (if available) videos included, so viewers may be able to watch videos of your products and services before contacting your business.

### Here's the good news:

*If you sign up in 2022, we'll keep your year long listing at the same rate as before:  
**\$99 for a listing for one category, \$49 each to add other categories***

Here's how easy it is for readers to access your business listing:

Categories are accessible by drop-down menu directly from our homepage.



Here's what you need to provide if interested:

- Your name, email, name of business, and your business description;
- The link to your website address, your phone number and optionally your business address;
- Your preferred category(ies if purchasing multiple);
- You can also submit photos and links to videos about your business, which will be included.

**Fill out the information HERE** and I will send you a screenshot of your business listing for approval. Once all is approved and the listing is published, I will send the invoice to your email.