

NAME Members share knowledge through the *Miniature Gazette* published every other month for all members. It contains individual, club and workshop activities, a calendar of upcoming Shows, a directory of Miniature Shops, photographs and a lot more.

Our members meet through local Clubs, at State Days, Regional Houseparties and National Conventions that host classes, workshops and exhibits along with sales rooms, gifts and a lot of fun and camaraderie. A network of State Representatives and Regional Coordinators assist members in finding or forming clubs, answering questions and reporting activities.

NAME is comprised of individual members and Chartered Clubs—local groups meeting regularly to exchange new ideas, learn new skills and enjoy our many workshops and programs.

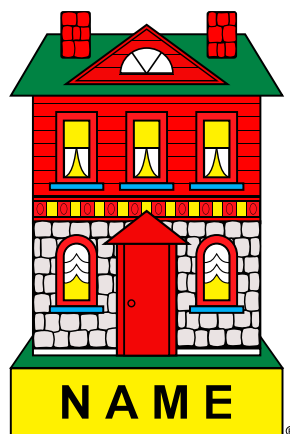
For typesetting, design or
to reserve your ad space contact:

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The National Association of Miniature Enthusiasts, an educational, non-profit organization, was founded in 1972 by Allegra Mott to promote the art of crafting and collecting miniatures. Our members share friendships, experience, ideas and the love of the hobby that captivates us all—and our motto we know to be true...

**"Only Through Sharing
Can We Really Enjoy
Our Treasures"**



Miniature Gazette

The Official Publication
of the
National Association of
Miniature Enthusiasts

Publishing every other month
and sent to all NAME members

ADVERTISING RATE CARD

Effective 7/2025



National
Association of
Miniature
Enthusiasts

Miniature Gazette Advertising Rates

Effective 7/2025

The *Miniature Gazette* is a bimonthly publication of the National Association of Miniature Enthusiasts. Content includes features on miniature collections, techniques, historic perspective, current artists and events, education, national, regional, and club news. About 5,000 members of the Association rely on the *Gazette* for organizational news and information. The *Gazette* is saved by members and is regarded as a valuable resource.

NAME Member Rates*

Description	Single Ad		3 Issues		6 Issues	
	B&W	Color	B&W	Color	B&W	Color
Mini Ad (1/12)	\$30	\$45	-	-	-	-
Business Card	\$45	\$75	\$108	\$180	\$216	\$360
1/6 Page**	\$80	\$120	-	-	-	-
1/4 Page	\$110	\$170	\$264	\$408	\$528	\$816
1/2 Page	\$200	\$270	\$480	\$648	\$960	\$1,296
Full Page	\$275	\$350	\$660	\$840	\$1,320	\$1,680
Web Link to Etsy	\$25	\$25	\$65	\$65	\$130	\$130

Description	Measurements
Mini Ad (1/12)	2-1/4" W x 2-1/4" T
Business Card	3-1/2" W x 2" T
1/6 Page**	2-1/4" W x 4-3/4" T (V) 4-3/4" W x 2-1/4" T (H)
1/4 Page	3-1/2" W x 4-3/4" T
1/2 Page	3-1/2" W x 9-3/4" T (V) 7-1/4" W x 4-3/4" T (H)
Full Page	7-1/4" W x 9-3/4" T

W=wide, T=tall, V=vertical, H=horizontal

* Non-NAME members will pay an additional \$45 for their first ad. This will make them automatic NAME members for a year, and they will receive the member rates for any other ads they place during that year.

** Available To Business Partners ONLY.

Shop Listing

Shop Membership

The \$65 Shop Membership provides one NAME membership in the name of an individual designated by the shop owner, a certificate, color brochures, and a listing on the NAME website. Shops are listed in six issues of the *Miniature Gazette* by region and by state. This listing includes shop name, address, phone number, e-mail, website, and shop hours. List new products or services in the Insider News column of the *Miniature Gazette*.

Shop Membership

A Business Partnership is for miniature dealers, web sales, catalog sales, manufacturers, wholesalers, distributors, publishers, show promoters, and nonprofit businesses involved in the miniature industry. The \$125 Business Partnership is a partnership with NAME to promote miniatures. It provides one 1/6 page color ad per year in the *Miniature Gazette*, plus a 10% ad discount on additional ads. Your business is listed in six issues of the *Miniature Gazette* and on the NAME website. List new products or services in the Insider News column of the *Miniature Gazette*. You also receive a sticker and a certificate identifying your business as a NAME Business Partner.

Classified Ads

Classified Ads are 65 cents a word. Abbreviations, initials, names, and addresses are chargeable words. Photo or artwork \$25 additional.

Deadlines

The
*Miniature
Gazette*
is published 6
times per year

Issue.....	Due Date
Jan/Feb	Oct 1
Mar/Apr	Dec 1
May/Jun	Feb 1
Jul/Aug	Apr 1
Sep/Oct	Jun 1
Nov/Dec	Aug 1

POLICIES

No responsibility is assumed for illegible or poorly prepared ad copy or artwork.

The *Miniature Gazette* reserves the right to reject, cancel, and/or request alterations in the content of any advertisement and may require the word "advertisement" to appear at the top of any ad. All copy, photos, and artwork are subject to the publisher's approval. Only miniature-related advertising will be accepted for publication.

Advertisers and advertising agencies assume the responsibility and liability for all content of advertisements printed and absolve the publisher from any and all claims made against the publisher.

The publisher will attempt to protect readers from ads placed by irresponsible firms or individuals, but it is not possible to guarantee the validity of an advertisement. All classified items are subject to prior sale, and the *Miniature Gazette* assumes no responsibility as to the description or condition of merchandise advertised.

The *Miniature Gazette* assumes no liability for typographical errors except to the extent of running the correction in the next issue.

PAYMENT

All advertising is subject to payment prior to publication. The publisher holds advertising agencies responsible for payment of all space ordered by them. The rendering of the bill to an advertising agency shall not release the advertiser in case of nonpayment by the agency.

All contracts are accepted with the provision that rates are subject to change.

Cancellations cannot be accepted after the closing date. No cash discounts. No ad agency commissions.