The International Society of Glass Beadmakers (ISGB) is the leading organization for the promotion, education, and appreciation of the art of glass and beadmaking for wearable, sculptural, and functional art.

Now an all digital publication, Glass Bead Evolution provides content that complements the ISGB mission statement and programs that move the organization forward and in new directions, making it more than a membership publication. The organization continues to expand its readership and target audience to provide artists, designers, educators, studios, galleries, suppliers, and museums with unique opportunities to reach new markets.

Glass Bead Evolution is a magazine created by beadmakers for beadmakers and is inclusive of other mediums. Every issue features a complementary medium or technique while maintaining a strong emphasis on glass. In the new digital format, a greater emphasis is placed on marketing the publication to the entire glass community and the general public, reaching members, non-members, artisans, collectors, and more worldwide.

Glass Bead Evolution provides its readership robust content that includes insight into artists’ private worlds, tours of fascinating venues, tips and techniques for both glass and complementary mediums, a showcase of exquisite work, and reviews of tools, materials, tutorials, and books.

We invite you to join us in our creative journey through the worlds of glass and complementary mediums.
Contact
Kristi Brokaw
sales@isgb.org

2016 Editorial Calendar

**Issue 1:**
*Buttons and Cabs*
Reservation deadline: January 30, 2016
Ad submission deadline: February 15, 2016
Publication date: Late March 2016

**Issue 2:**
*Functional Glass*
Reservation deadline: April 30, 2016
Ad submission deadline: May 15, 2016
Publication date: Late June 2016

**Issue 3:**
*Our Natural World - Sculptural Glass*
Reservation deadline: July 30, 2016
Ad submission deadline: August 15, 2016
Publication date: Late September 2016

**Issue 4:**
*Inclusions*
Reservation deadline: October 30, 2016
Ad submission deadline: November 15, 2016
Publication date: Late December 2016

Specifications

Press-ready PDF, JPG, TIF formats accepted. CMYK required. All fonts and images must be embedded. Images must be in minimum resolution of 300 dpi at 100% actual size.

All ads will link directly to one URL, as listed on ad or otherwise specified.

If you have any questions, please email: marketing@isgb.org

Submission

For files under 5mb in size
email electronic files, ad copy and linking URL address with your company name, size, and issue in the subject line to: Kristi Brokaw
sales@isgb.org

For files over 5mb email for instructions.
marketing@isgb.org

ISGB assumes no responsibility for color reproduction when ad copy proof is not submitted.
## 2016 Rates

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<th>Ad Size</th>
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## Rate Policy

Singular ad placements are invoiced at the time of the ad placement. Terms: Net 30 days.

Multiple insertion rates are based upon a prepayment commitment and a signed contract. Full payment for all the placements is invoiced at the time of the first placement. Installment payments may be pre-arranged. If a full payment for all ad placements is submitted within 30 days of the first invoice, a 2% discount can be applied.

¹1/12 page ad size. Multiple insertion only.
Full page / bleed
Bleed — 8.50” w x 11.00” h
Trim — 8.25” w x 10.75” h
Live area — 7.75” w x 10.25” h

Full page / non bleed — 7.00” w x 9.8” h
1/12 page — 2.125" w x 2.22" h

1/6 page horizontal — 4.57" w x 2.22" h

1/2 page horizontal — 7.00" w x 4.75" h
Lisa Liddy's love affair with lampworked beads is a long and enchanting one. She is a graphic designer and book designer by trade. She is also a jewelry designer and an entrepreneur. Her three product lines, Joolz by Lisa, Metal Me This, and Color Me This are mainstays for many in the lampworking and jewelry industries. Joolz by Lisa consists of handmade jewelry that, more often than not, features lampworked beads; Metal Me This is Lisa's line of etched metal sheets, findings, and jewelry; and Color Me This offers custom-blended patinas for metals.

How exactly does a media maven find herself immersed in the colorful world of lampworkers? In this case, it was a happy accident as she searched for a distraction during the slower parts of the printing production process. Waiting for files to upload took time a decade ago and Lisa often spent that time stringing beads and designing jewelry. At first, she used natural stone beads but when she stumbled onto lampworked beads on eBay about ten years ago, Lisa knew she was on to something special.

"The variety of styles and colors and the detailing drew me in," said Lisa. "Along with that came friendships with beadmakers around the world that I cherish, even more than the beads … friendships that have gotten me through dark times and celebrated successes with me."

As Lisa grew as an artist, she continued to purchase from lampworkers and attend bead shows and bead-related events. As often happens when people who share a passion come together, the beadmakers that Lisa did business with and formed friendships with wanted to share their craft with her. She would indulge them, but there just wasn't a spark.

"I would go to events and I knew about glass from attending Bead Camp and the Gathering. They would get me on the torch," said Lisa. "But when you only make a set of beads or two every 18 months or so, organic is your style."

Although she did not find the torch as alluring as her lampworking friends did, Lisa's passion for lampworked beads never waned. She continued using the beads in her Joolz by Lisa product line and even started looking for ways to mix it up a little and add more of her own voice to the pieces.

Metal Me This, Lisa's next product line, was more of a natural progression of things than it was an inspiration or "Aha!" moment. Lisa went to visit friend and lampworker Angie Ramey. While she was there, Angie showed her how to etch metal. Lisa was intrigued by the idea but it took some tweaking before she embraced it and developed her signature look and what would become her next product.

"When Angie showed me her etching method, I wrote the entire thing on a sticky note," said Lisa. "When I tried it at home, I thought it was messy and with the heat in Arizona, it made sense to me to do as much etching as I could in a single session. From there I started selling the etched metal sheets on Etsy."

It took some doing to get consistent results at first because the hot dry climate of the Arizona desert that Lisa calls home made it a little challenging. She overcame that challenge, or at least learned how to manage it, and her Metal Me This store on Etsy received a warm welcome and a fairly steady stream of business. It is hard to believe, but Lisa says that all the magic happens in four pyrex casserole dishes in her garage.

While etched metal sheets were a great fit and a popular item for her customers, Lisa knew she could do more with this particular product. She began selling etched cuff bracelets, which turned out to be a big hit. She used a disc cutter and made bead caps, too, finding another way to connect with the lampworking community.

With some tweaking, Metal Me This soon featured a variety of metals and included pendants, supplies, clasps, and more along with the bead caps, metal sheets, and cuff bracelets.
Advertising Terms and Conditions

All invoices are due and payable within 30 days of invoice. All unpaid balances are subject to a .5% per month (6% per year) interest rate charge.

Singular ad placements are invoiced at the time of the ad placement. Multiple insertion rates are based upon a prepayment commitment and a signed contract. Full payment for all the placements is invoiced at the time of the first placement. Installment payments may be pre-arranged. If a full payment for all ad placements is submitted within 30 days of the first invoice, a 2% discount can be applied.

Reduction in advertisement frequency following commitment will result in a surcharge equal to the difference between the multiple and single insertion rates for all past insertions as well as the remainder of the committed term. Reduction in advertisement size following commitment will result in a surcharge equal to 50% of the difference in insertion rates between the initial and revised advertisement term.

The Advertiser may not cancel orders or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate discounts for the remainder of the committed term.

The Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges shall become immediately due and payable in full.

The Publisher reserves the right to reject or cancel any advertisement which, in the opinion of the Publisher, does not conform to the standards of the publication.

The Publisher is not responsible for any loss or damage to any material of the Advertiser while such material is in transit, or in the possession of the Publisher for more than three months.

The Advertiser recognizes that the quality of reproduction of an advertisement is largely dependent upon the quality of the material furnished by the Advertiser to the Publisher, including without limitation, the quality of the photographs, digital files, etc.

The Advertiser recognizes and agrees that the Publisher shall not be liable for:

a) delays in publication of the magazine;
b) failure to publish the magazine;
c) distribution or deadline date changes;
d) defects in quality (i.e. errors or omissions) where such defects are not solely the fault of the Publisher; but, where they are, the Publisher’s liability in no event shall be more than: 1) returning all or a portion of the fee for defective advertising; or 2) running a replacement advertisement (or “comp”); or running another advertisement at a reasonable discount, which discount shall be proportionate to the degree of error or extent of the defect.

The Publisher, in its sole discretion, may accept or reject all materials submitted for advertising. The Publisher reserves the right to refuse to publish any material not in keeping with Glass Bead Evolution or the International Society of Glass Beadmakers editorial philosophy, style, or standards.
Advertiser Contact Information

Business Name:

________________________________________

Ad size: ______________________________________________

Number of ads: Single insertion _____ Multiple insertion: _____

Link for ad: ___________________________________________

Contact Name: ________________________________________

Email Address: ________________________________________

Phone number: ________________________________________

Billing information

Contact:______________________________________________

Address: ______________________________________________

City: ____________________ State: _____ Zip: ______________