

THE **ANVIL** AD STYLE GUIDE

Thank you for advertising in *ANVIL Iron Age Magazine*. Everything you need to know about assembling your advertisement will be outlined here in this handy little guide, complete with examples of past advertisements that represent the quality and clarity we look for.

Here at IronAge Media, we want to help you bring your products and services to our growing readership, but also ensure that the way you present them is in line with our commitment to *ANVIL*'s high standard of presentation. The end result should be an attractive and informative half-page or full-page advertisement that lets readers know **WHAT** is for sale and **WHERE** they can find it.

TECHNICAL SPECIFICATIONS

- Half Page Ads: 8.5" x 5.5" at 300 DPI (2550x1650)
- Full Page Ads: 8.5" x 11" at 300 DPI (2550x3300)
- Acceptable File Formats: JPG, PNG, TIFF

STYLE SPECIFICATIONS

- 2-3 Fonts Maximum (Header, Body Text, Subtitling)
- Larger font sizes preferred
- Keep descriptions short, sweet, and to the point
- Allow for "breathing room," space between sections of text and between text and image
- Leave a 300x300 space anywhere on the sheet for a QR code, as that will be one of our ways of redirecting readers to your products and services

RECOMMENDATIONS

- If you are looking for a solid free design app, graphics editor **GIMP** has been used by the *ANVIL* team in the past. Online image editors like **Fotor** and **BeFunky** are also solid freemium services.
- If you are in need of fonts, we recommend using Google Fonts as a starting place. All font families are open source and free of cost, and have been utilized by both the *ANVIL* team and advertisers in the past.

EXHIBIT A.1 HIGH INFORMATION, FULL-PAGE AD (GHOST OF THE BADLANDS)

A DARK LEGEND
HAUNTS THE ARIZONA DESERT...

MAN OR MYTH?
FLESH OR PHANTOM?
DEMON OR AVENGING ANGEL?

ALL MEN FEAR THE

GHOST OF THE BADLANDS

BY:
RAZORFIST
&
GEORGE ALEXOPOULOS

100+ PAGES OF
HELLFIRE AND
BRIMSTONE!

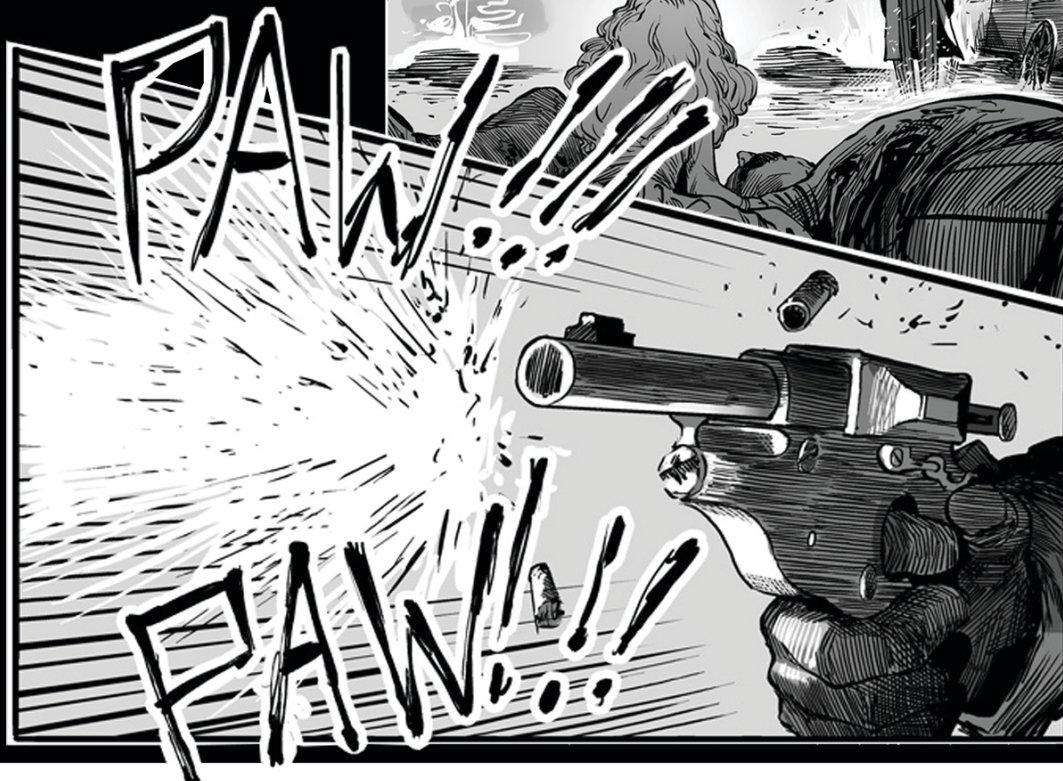


EXHIBIT A.2 HIGH INFORMATION, FULL-PAGE AD (365 INFANTRY)

ROCK HARD, RIDE FREE, & HANG ON

365 INFANTRY

SHARP CLAWED SCI-FI, RUNNING ON THE REDLINE



THRILL

IN EXCITING, OLD-SCHOOL PULP ACTION SET IN A WILD WOLVEN FUTURE OF HOT RODS, CHOPPED HOGS, ELECTRIC GODDESSES, & HEAVY METAL!

DISCOVER

DOZENS OF TALES TOLD ACROSS ALL CORNERS OF THE WORLD IN FREE STORIES, PAID EXCLUSIVES, AUDIO ADVENTURES, COMICS, & MORE!



SUPPORT

A BARNSTORMING NEW FRANCHISE THROUGH SUBSCRIPTIONS, QUALITY BOOKS, ALBUMS, MERCH, DONATIONS, & MORE!

JOIN THE FORCE TODAY!

365INFANTRY.SUBSTACK.COM

EXHIBIT B.1 LOW INFORMATION, FULL-PAGE AD (BARBARIANS OF THE STORM)

BARBARIANS OF THE STORM

BIG. PULP. ENERGY.
BARBARIANSOFTHESTORM.COM



BARBARIANS
OF THE
STORM
FENRIK 1984

A
BARBARIANS OF THE STORM
SIDE QUEST



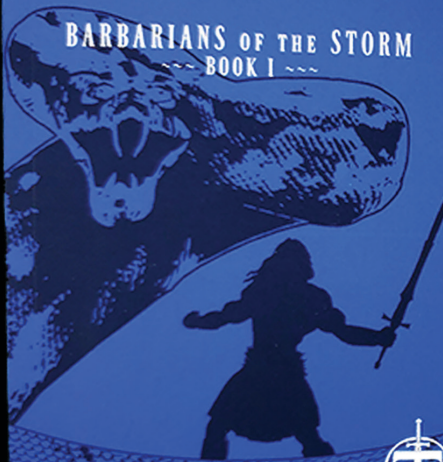
**SWORDS
AGAINST
BASTARDS**

BARBARIANS OF THE STORM
~~~ BOOK III ~~~



**DAN  
THE  
DESTRUCTOR**

BARBARIANS OF THE STORM  
~~~ BOOK I ~~~

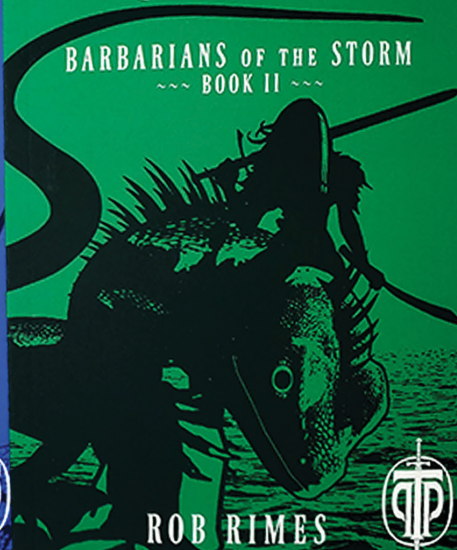


ROB RIMES



**ATOMIC BEASTS
AND WHERE TO
KILL THEM**

BARBARIANS OF THE STORM
~~~ BOOK II ~~~



ROB RIMES



**EYES IN ALL  
SHADOWS  
& OTHER STORIES**

~~~ A ~~~  
BARBARIANS OF THE STORM
~~~ ANTHOLOGY ~~~



ROB RIMES





**EXHIBIT B.2** LOW INFORMATION, FULL-PAGE AD (RUTHLESS)

# RUTHLESS

A HEAVY METAL AUDIO COMIC

ISSUE #1

ISSUE 2  
COMING IN 2023

"TIME TO FIND ALL THE METAL I CAN" NASH/





## EXHIBIT C HIGH INFORMATION, HALF-PAGE AD (THE WIZARD'S STONE)

A secret stone,  
a fortune in gold,  
and something evil stalking  
in the night.

Uncover the mystery of  
**The Wizard's Stone!**

Available in eBook, paperback, and audiobook at the  
following locations:

- Amazon / Audible / Kindle
- Barnes & Noble / Nook
- Apple
- Kobo / Walmart
- Google Play
- Chirp
- Spotify
- Smashwords

**...and more!**





**EXHIBIT D** LOW INFORMATION, HALF-PAGE AD (EVALEIGH)

**EVALEIGH**

ORIGINAL MUSIC  
METAL  
ROCK  
CHIPTUNE  
AND MORE

AVAILABLE FOR  
COMMISSIONS & COLLABORATIONS

EXPLORE MY MUSIC AND CONTACT ME AT  
[EVALEIGH.BANDCAMP.COM](http://EVALEIGH.BANDCAMP.COM)

QR