

# The Numismatist

## 2016 Magazine Production - *Tentative Schedule*

Issue	DEADLINES			Magazine to Press	Online (on or before)	Mailed (on or (before)
	Insertion Order	Not Camera Ready	Camera Ready			
Jan 2016	Dec 8	Dec 8	Dec 10	Dec 15	Dec 22	Dec 30
Feb	Jan 7	Jan 7	Jan 9	Jan 14	Jan 21	Jan 28
Mar	Feb 5	Feb 5	Feb 9	Feb 12	Feb 19	Feb 25
Apr	Mar 3	Mar 3	Mar 6	Mar 12	Mar 19	Mar 26
May	Apr 3	Apr 3	Apr 7	Apr 10	Apr 17	Apr 24
Jun	May 4	May 4	May 6	May 11	May 18	May 25
Jul	Jun 3	Jun 3	Jun 8	Jun 10	Jun 17	Jun 22
Aug	Jul 3	Jul 3	Jul 7	Jul 9	Jul 16	Jul 23
Sep	Jul 31	Jul 31	Aug 3	Aug 10	Aug 17	Aug 21
Oct	Sep 3	Sep 3	Sep 7	Sep 10	Sep 17	Sep 24
Nov	Oct 2	Oct 2	Oct 6	Oct 9	Oct 16	Oct 23
Dec	Nov 3	Nov 3	Nov 5	Nov 10	Nov 17	Nov 24

**CONTACT:** Ben Scott, Advertising Production Coordinator

800-632-2646, ext. 177 • 719-482-9877 • [bscott@money.org](mailto:bscott@money.org)

## ANA CONVENTIONS

### 2015 Convention Program - *Tentative Schedule*

CONVENTION	AD DEADLINE	TO PRESS	SHIPPED
<b>Dallas, TX</b> March 3 - 5 National Money Show	Jan 15	Jan 28	Feb 11
<b>Anaheim, CA</b> August 9 - 13 World's Fair of Money	Jun 18	Jun 30	Jul 14

**CONTACT:** Tiffanie Bueschel, Advertising Sales Associate

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# The Numismatist 2016 Advertising Rates - MEMBER

The Numismatist is the hobby's premier publication. This full-color, monthly magazine is full of engaging and educational numismatic information. Boost your brand by advertising in its pages, either in print, online or both.

Ad Size	Ad Dimensions (in inches)	Monthly Ad Run							
		1 Month		3 Months		6 Months		12 Months	
		BW	Color	BW	Color	BW	Color	BW	Color
<b>Full</b>	7.25" x 9.87"	1035	1504	1005	1427	931	1352	982	1274
		<i>camera-ready discount price</i>							
		<b>1005</b>	<b>1460</b>	<b>976</b>	<b>1385</b>	<b>904</b>	<b>1313</b>	<b>953</b>	<b>1237</b>
<b>Two Thirds</b>	Vert 4.81" x 9.87" Horiz 7.25" x 6.5"	684	990	647	941	615	893	580	870
		<i>camera-ready discount price</i>							
		<b>664</b>	<b>961</b>	<b>628</b>	<b>914</b>	<b>597</b>	<b>867</b>	<b>563</b>	<b>845</b>
<b>Half</b>	Vert 3.5" x 9.87" Horiz 7.25" x 4.81"	571	826	541	786	509	744	483	702
		<i>camera-ready discount price</i>							
		<b>554</b>	<b>802</b>	<b>525</b>	<b>763</b>	<b>494</b>	<b>722</b>	<b>469</b>	<b>682</b>
<b>One Third</b>	Vert 2.18" x 9.87" Square 4.81" x 4.81"	344	501	329	476	309	449	293	424
		<i>camera-ready discount price</i>							
		<b>335</b>	<b>486</b>	<b>319</b>	<b>462</b>	<b>300</b>	<b>436</b>	<b>284</b>	<b>412</b>
<b>Quarter</b>	Vert 3.5" x 4.81" Horiz 4.81" x 3.62"	312	451	297	433	282	406	264	386
		<i>camera-ready discount price</i>							
		<b>303</b>	<b>439</b>	<b>288</b>	<b>420</b>	<b>274</b>	<b>394</b>	<b>256</b>	<b>375</b>
<b>Sixth</b>	Vert 2.81" x 4.81" Horiz 4.81" x 2.37"	238	345	224	327	212	308	201	295
		<i>camera-ready discount price</i>							
		<b>231</b>	<b>335</b>	<b>217</b>	<b>317</b>	<b>206</b>	<b>299</b>	<b>195</b>	<b>286</b>
<b>Twelfth</b>	2.097" x 2.237"	171	249	164	235	156	224	146	212
		<i>camera-ready discount price</i>							
		<b>166</b>	<b>242</b>	<b>159</b>	<b>228</b>	<b>151</b>	<b>217</b>	<b>142</b>	<b>206</b>

## Cover Prices

IFC \$1,532      IBC \$1,469      OBC \$2,837

## WEBSITE: The Numismatist Online Hyperlink

1 time run - \$165    3 or more times - \$137

## SPECIFICATIONS

Full-Page Bleed: bleed dimensions - 8.50" x 11.25"; trim size 7.87" x 10.12"; working area - 7.25" x 9.87"

Two-Page Spread: bleed dimensions - 17" x 11.25"; trim size 16.50" x 10.75"; working area - 16" x 10.25"

## CLASSIFIEDS

48 cents per word, with a \$14 minimum charge. 10% discount for ads that run three or more times with no changes.

**The Numismatist** is a controlled-circulation, educational magazine published monthly and distributed to all American Numismatic Association (ANA) members as a membership benefit. Print and online circulation is currently 26,000, and each issue is 96 to 120 pages.

## GENERAL INFORMATION

Advertisers of numismatic material must be ANA members. Contracts are available for 3-, 6- and 12-time placement. Frequency will be consecutive unless otherwise scheduled. Page position can be requested for regular advertisements, but cannot be guaranteed. No advertisements will be accepted from minors unless accompanied by a statement of financial responsibility signed by a parent or legal guardian. In keeping with the Hobby Protection Act, advertisements for reproductions or imitations of numismatic items must clearly state that they are not original. Photographs of these items must show they have been marked with the word "COPY" and must include the date of manufacture.

Any company advertising numismatic goods or services must include in its advertisement the name and membership number of at least one affiliated ANA member employed as a principal officer of that company.

**The Numismatist** reserves the right to edit copy and/or require payment in advance. The publisher may decline or cancel any advertisement at her discretion.

## MEMBER RATES

Members may qualify for a 3% discount, provided camera-ready artwork is supplied by the member or his/her agency. The ad must be submitted in an acceptable format and adhere to published guidelines. **The Numismatist** assumes no responsibility for substandard artwork or any printed materials furnished by the advertiser or the agency. Rates on this card are for "run of publication." Guaranteed placement and preferred placement are available.

## GUARANTEED PLACEMENT

Guaranteed ad placement is available for 35% above the rate for regular advertisements. Guaranteed-placement ads are placed on a specific page for the duration of the contract. All positions subject to availability.

## PREFERRED PLACEMENT

Preferred ad placement is available for 20% above the rate for regular advertisements. Preferred-placement ads are positioned in the first third of the magazine, as far forward as possible.

## INSERTS, BIND-IN CARDS OR TIP-ON

Contact the ANA Advertising Sales Manager, 719-482-9847.

## DEADLINE

To ensure insertion in the desired issue, copy must be received by the deadline stated in this schedule. Ad copy can be changed each issue, but if new copy is not received from contract advertisers by the deadline, the previous month's ad will be repeated.

## ADVERTISING GUIDELINES

Ad copy must be legible and not included in the body of a letter or other transmission. New ad copy cannot be accepted via telephone. Requests for photography of numismatic items will be billed at prevailing national rates.

Every effort is made to ensure accuracy in all display advertising. If **The Numismatist** builds a display ad, a proof will be provided for review of format and typography. At that time, ad revisions can be requested. Advertisers may be charged for extensive changes requested after the deadline. The ANA is not responsible for any errors or omissions noted following the advertiser's approval of the advertisement.

## ANA MEMBER LOGO

ANA-member advertisers may use the Association's member logo in their advertising in **The Numismatist** or other publications. Black-and-white and color logos are available for download from "My ANA" area of the ANA website ([www.money.org](http://www.money.org); from the "My ANA" pulldown menu select "Collector Benefits"). The Association's corporate logo(s) may not be used in any advertising or promotional material without prior approval.

## CAMERA READY

"Camera ready" is artwork that is properly prepared to fit the specified format and is ready for publication. Camera-ready art requires no alterations, resizing or editing by **The Numismatist**.

### Acceptable Digital File Formats:

- QuarkXpress 8 (or earlier) – "Collect for Output," including all fonts and linked/embedded images.
- Illustrator CS (or earlier) – Linked or embedded image files must accompany Illustrator file.
- Photoshop CS (or earlier) – CMYK, save as .eps
- High-resolution (press-ready) PDF images used in ads should be 300 dpi (with a 150-line screen) and saved as CMYK documents.

### Acceptable Media/Transfer:

- E-mail: [bscott@money.org](mailto:bscott@money.org) or [advertising@money.org](mailto:advertising@money.org). Compression: Mac format–Stuffit; PC format–Ziplt.zip files with BinHex translation
- CD

### Design Services:

At no charge, advertisers may submit desired layout, photographs, artwork and logos for production by **The Numismatist** in-house designer. Design specifications will be met as closely as possible. The camera-ready discount does not apply.

## CONTRACT CANCELLATION

Contract cancellation requires seven weeks notice prior to the issue's cover date. Cancelled contracts will be rebilled at the applicable rate.

## REFERENCE POLICY

Advertisers of numismatic material are required to be members of the American Numismatic Association and must submit the name and ANA membership number of owners and/or principal officers of the firm. The ANA may require one banking reference and/or up to three business references.

## REMITTANCE

Remittance is due upon receipt of the invoice. A monthly service charge of 1.5% will be applied to balances unpaid over 30 days. Advertisers whose accounts are more than 90 days past due may be subject to membership expulsion.

## CLASSIFIED ADVERTISING

Rates are .48 cents per word, with a \$14 minimum charge. Payments must accompany advertisements. Deadline for submitting classified ads is the 15th day of the month, two months preceding the issue in which the ad is to appear. Deduct 10% from the total price if the ad is to run three or more times consecutively with no changes.

Classified ads can be submitted via U.S. mail, fax or e-mail; no handwritten ads are accepted. Ads received after the deadline will be held for the next issue. No refunds will be given for canceled ads.

### Direct correspondence and advertising materials, along with the name and number of the affiliated ANA member, to:

#### THE NUMISMATIST Advertising

818 North Cascade Avenue, Colorado Springs, CO 80903-3279  
E-mail: [advertising@money.org](mailto:advertising@money.org)  
Fax: 719-634-4085

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