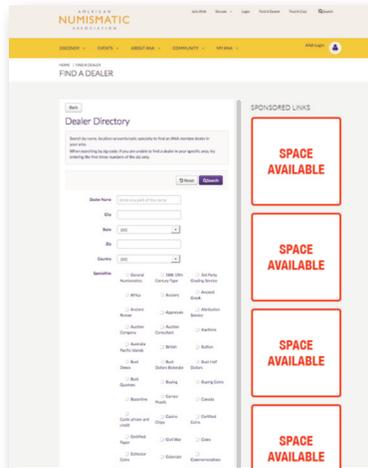
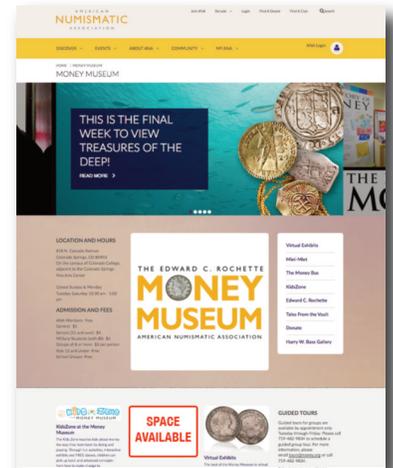


Money.org averages approximately 130,000 page views per month. Advertising is available on the following pages: Find a Dealer, Money Museum, Summer Seminar, Events and Club Directory.

/dealer-directory



/money-museum



**WEB AD DIMENSIONS:**  
(IN PIXELS)

**RIGHT RAIL AD:**  
500 x 500 pixels at 72 ppi.  
(available on Find a Dealer, Events and Club Directory pages)

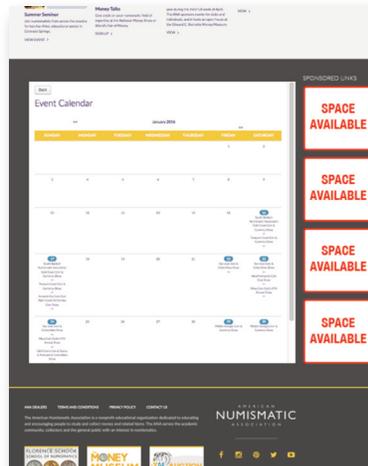
**EMBEDDED AD:**  
400 x 400 pixels at 72 ppi.  
(available on Money Museum, Summer Seminar and Events pages)

\* Ads will rotate positions on a daily basis.

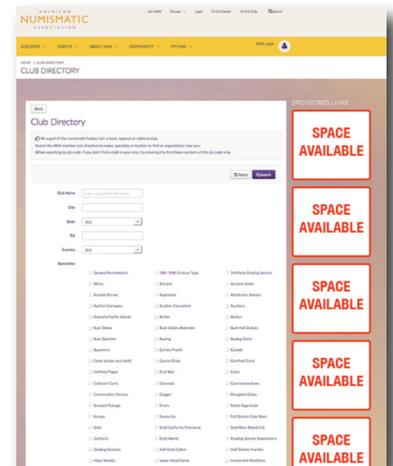
/summer-seminar



/events



/club-directory



money.org averages approximately 130,000 page views per month.

Rates listed are price per month

Ad Placement	Page Locations	Available Spots	Monthly Rate	3-month Contract (minimum)	6-month Contract (5% discount)	12-month Contract (10% discount)
Find a Dealer	1	8	\$350	\$350	\$333	\$315
Money Museum	1	2	\$300	\$300	\$285	\$270
Summer Seminar	1	2	\$300	\$300	\$285	\$270
Events	2	9	\$250	\$250	\$237	\$225
Club Directory	1	8	\$250	\$250	\$237	\$225

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

800-632-2646, ext. 177 • 719-482-9877 • bscott@money.org

**Money.org** is the American Numismatic Association's (ANA) main website Dedicated to the collection and study of coins, paper money, tokens and medals.

## 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. 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 a least one affiliated ANA member employed as a principal officer of that company.**

The ANA reserves the right to edit copy and/or require payment in advance. The Advertising Production Coordinator may decline or cancel any advertisement at his/her discretion.

## DEADLINE

Contracts will begin on the 1st and 15th of each month. Camera-ready art must be received 3 business days before the start of each period.

## 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. If the ANA builds a web 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 on **money.org** or other websites. 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" then "My 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 posting. Camera-ready art requires no alterations, resizing or editing by the ANA.

## Acceptable Digital File Formats:

- JPEG – 72 ppi and saved as RGB format. Max file size of 50 kb.
- GIF – 72 ppi and saved as RGB format. Max file size of 50 kb.

## Acceptable Media/Transfer:

- E-mail: [bscott@money.org](mailto:bscott@money.org) or [advertising@money.org](mailto:advertising@money.org).
- CD

## Design Services:

At no charge, advertisers may submit desired layout, photographs, artwork and logos for production by the ANA's in-house designer. Design specifications will be met as closely as possible.

## CONTRACT CANCELLATION

Contract cancellation requires two weeks notice prior to the next web advertising period. 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.

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

### ANA Advertising

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

Advertising/Production Coordinator: Ben Scott • 719-482-9877  
E-mail: [bscott@money.org](mailto:bscott@money.org)