

The Numismatist

2015 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 2015	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

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ANA CONVENTIONS

2015 Convention Program - *Tentative Schedule*

CONVENTION	AD DEADLINE	TO PRESS	SHIPPED
Portland, OR March 5 - 7 National Money Show	Jan 20	Jan 28	Feb 11
Chicago, IL August 11 - 15 World's Fair of Money	Jun 18	Jun 30	Jul 14

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The Numismatist 2015 Advertising Rates - NATIONAL

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
Full	7.25" x 9.87"	1,460	2,115	1,490	2,007	1,312	1,907	1,238	1,798
		camera-ready discount price							
		1,417	2,053	1,447	1,949	1,274	1,851	1,202	1,746
Two Thirds	Vert 4.81" x 9.87" Horiz 7.25" x 6.5"	962	1,395	912	1,321	868	1,258	818	1,187
		camera-ready discount price							
		934	1,354	885	1,283	843	1,221	795	1,152
Half	Vert 3.5" x 9.87" Horiz 7.25" x 4.81"	803	1,163	811	1,105	744	1,095	722	1,050
		camera-ready discount price							
		780	1,129	787	1,073	733	1,063	701	1,019
One Third	Vert 2.18" x 9.87" Square 4.81" x 4.81"	487	690	464	670	436	632	414	596
		camera-ready discount price							
		473	670	450	650	423	614	402	579
Quarter	Vert 3.5" x 4.81" Horiz 4.81" x 3.62"	440	651	420	611	396	574	375	543
		camera-ready discount price							
		427	632	408	593	384	557	364	527
Sixth	Vert 2.81" x 4.81" Horiz 4.81" x 2.37"	335	487	317	460	301	324	282	412
		camera-ready discount price							
		325	473	308	447	292	315	274	400
Twelfth	2.097" x 2.237"	242	352	230	332	220	317	206	301
		camera-ready discount price							
		235	342	223	322	214	308	200	292

Cover Prices

IFC \$1,964 IBC \$1,882 OBC \$3,636

WEBSITE: The Numismatist Online Hyperlink

1 time run - \$170 3 or more times - \$139

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

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