

The Numismatist

2018 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 2018	Dec 5	Dec 5	Dec 9	Dec 15	Dec 22	Dec 29
Feb	Jan 5	Jan 5	Jan 9	Jan 16	Jan 20	Jan 27
Mar	Feb 3	Feb 3	Feb 9	Feb 14	Feb 21	Feb 28
Apr	Mar 3	Mar 3	Mar 8	Mar 13	Mar 20	Mar 24
May	Apr 2	Apr 2	Apr 6	Apr 11	Apr 18	Apr 24
Jun	May 2	May 2	May 8	May 11	May 18	May 24
Jul	Jun 4	Jun 4	Jun 8	Jun 12	Jun 15	Jun 22
Aug	Jul 3	Jul 3	Jul 9	Jul 11	Jul 16	Jul 23
Sep	Aug 2	Aug 2	Aug 8	Aug 13	Aug 20	Aug 24
Oct	Sep 4	Sep 4	Sep 7	Sep 12	Sep 17	Sep 21
Nov	Oct 2	Oct 2	Oct 9	Oct 12	Oct 17	Oct 23
Dec	Nov 2	Nov 2	Nov 6	Nov 12	Nov 16	Nov 23

ANA CONVENTIONS

2018 Convention Program - *Tentative Schedule*

CONVENTION	AD DEADLINE	TO PRESS	SHIPPED
Irving, TX <i>March 8-10, 2018</i> National Money Show	Jan 23	Feb 3	Feb 13
Philadelphia, PA <i>August 14-18, 2018</i> World's Fair of Money	Jun 19	Jun 29	Jul 14

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The Numismatist 2018 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
Full	7.25" x 9.87"	1098	1595	1067	1513	988	1435	1041	1352
		<i>camera-ready discount price</i>							
		1067	1548	1036	1470	959	1393	903	1312
Two Thirds	Vert 4.81" x 9.87" Horiz 7.25" x 6.5"	726	1050	686	999	652	947	615	923
		<i>camera-ready discount price</i>							
		705	1020	667	969	634	920	598	896
Half	Vert 3.5" x 9.87" Horiz 7.25" x 4.81"	605	876	574	834	540	789	512	745
		<i>camera-ready discount price</i>							
		588	851	557	810	525	766	497	723
One Third	Vert 2.18" x 9.87" Square 4.81" x 4.81"	365	531	349	505	328	476	310	450
		<i>camera-ready discount price</i>							
		355	516	339	491	318	462	302	437
Quarter	Vert 3.5" x 4.81" Horiz 4.81" x 3.62"	331	479	315	459	299	431	280	410
		<i>camera-ready discount price</i>							
		321	466	306	446	291	419	272	398
Sixth	Vert 2.81" x 4.81" Horiz 4.81" x 2.37"	252	366	237	346	225	327	213	313
		<i>camera-ready discount price</i>							
		245	355	231	337	219	317	207	304
Twelfth	2.097" x 2.237"	181	264	174	249	165	237	155	225
		<i>camera-ready discount price</i>							
		176	257	168	241	161	231	151	219

Cover Prices

IFC \$1,625 IBC \$1,558 OBC \$3,010

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

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

The Numismatist 2018 Advertising Rates - NATIONAL

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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"	1595	2311	1628	2193	1434	2084	1353	1965
		<i>camera-ready discount price</i>							
		1548	2243	1581	2130	1392	2023	1313	1908
Two Thirds	Vert 4.81" x 9.87" Horiz 7.25" x 6.5"	1051	1524	997	1443	948	1375	894	1297
		<i>camera-ready discount price</i>							
		1021	1480	967	1402	921	1334	869	1259
Half	Vert 3.5" x 9.87" Horiz 7.25" x 4.81"	877	1271	886	1207	813	1197	789	1147
		<i>camera-ready discount price</i>							
		852	1234	860	1172	801	1162	766	1113
One Third	Vert 2.18" x 9.87" Square 4.81" x 4.81"	532	754	507	732	476	691	452	651
		<i>camera-ready discount price</i>							
		517	732	492	710	462	671	439	633
Quarter	Vert 3.5" x 4.81" Horiz 4.81" x 3.62"	481	711	459	668	433	627	410	593
		<i>camera-ready discount price</i>							
		467	691	446	648	420	609	398	576
Sixth	Vert 2.81" x 4.81" Horiz 4.81" x 2.37"	366	532	346	503	329	354	308	450
		<i>camera-ready discount price</i>							
		355	517	337	488	319	344	299	437
Twelfth	2.097" x 2.237"	264	385	251	363	240	346	225	329
		<i>camera-ready discount price</i>							
		257	374	244	352	234	337	219	319

Cover Prices

IFC \$2,147 IBC \$2,056 OBC \$3,973

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