

AMERICAN  
**NUMISMATIC**  
ASSOCIATION



MEMBER DEALER DIRECTORY



## Welcome to the New ANA Member Dealer Directory!

**The American Numismatic Association is proud to announce the release of our new and improved ANA Member Dealer Directory!**

ANA Member Dealers and collectors will enjoy the updated design and capabilities of our new directory, which holds some of the top search engine rankings in the hobby. Basic listings will still be free to ANA Member Dealers, and we're offering additional options and listing types to assist with your marketing efforts at a great value!

### In this guide you'll learn:

- About the new features of the ANA Dealer Directory
- How to claim and optimize your Free Listing
- How to upgrade to a Premium Listing
- How you can advertise on the ANA Dealer Directory







## What's New

The ANA wants to ensure we are offering a directory that keeps pace with today's tech innovations and consumer expectations. Our new directory boasts a modern aesthetic and improved usability and functionality across devices.

### The update also brings the following improvements:

- Improved search options for users, including geolocation technology. Users will have the option to search dealers by entering city and state, or by using their current location to find businesses and events in their vicinity.
- Improved navigation + usability
- New advertising opportunities
- Basic listings are still **free** to ANA member dealers
- **Upgraded Premium Listings are available to set you apart from your competition**



## Claiming Your Listing: Step 1




### Find Your Listing

Claiming and optimizing your listing is quick and easy. Simply navigate to [coin-dealer-directory.money.org](http://coin-dealer-directory.money.org), enter your business name in the keyword search field, and click the 'search' button (image right).


After selecting the 'search' button, your business listing will load on a new screen. Select '**Is this your listing?**' (see below).


**Pete's Colorado Coins**

719-555-5555



100 Main Street  
Paonia, Colorado 81428  
United States

[Is this your listing?](#) 

 [Bookmark this](#)

FREE LISTING SAMPLE

**Find coin dealers in your area.**  
Search by LOCATION or SPECIALTY

Keyword for search

where

**SEARCH**

HOME PAGE SEARCH BOX



## Claiming Your Listing: Step 2

### Create New Directory Account

After clicking 'Is this your listing?' you'll be directed to a new screen asking you to create an account.



**Please disregard the 'Already a member? Log in here' button. (see image right)**

**You'll need to create a new directory account in order to claim your existing listing.**



**We recommend creating this account with the same member password you use to log into the ANA's central website, [www.money.org](http://www.money.org).**

Find Listing

Create Account

Select Level

### SIGN UP

or sign up using your email address

First Name

John

Last Name

Smith

E-mail

johnsmith@email.com

Password

.....

By creating an account, I accept the Terms of Use.

SUBMIT

ALREADY A MEMBER - LOG IN HERE.







## Claiming Your Listing: Step 3

### Select Listing Level

After creating your new directory account, a new screen will open, asking you to select a listing level.

**Basic listings are free to ANA member dealers, and include the following features:**

- Business name
- Primary owner/ANA member name
- Linked website
- Address + phone/fax number
- Selection of one primary searchable specialty
- 10 searchable sub-specialties/keyword phrases

**Before deciding on a listing type —  
Review listing options on the next page!**





## Listing Upgrades

**Stand apart from your competition!**

All ANA member dealers can take advantage of a free basic listing, but our **Premium Listing** package offers additional features that will make your listing shine!

**In addition to a more robust listing, Premium Listings allow dealers to choose a greater number of specialties for their business, greatly increasing visibility in search results.**

You can view sample listings on the following pages.

Basic / Free

- Business Name/Address
- Owner/ANA Member Name
- Specialties (1)
- Sub-Specialties/Keywords (10)
- Website URL
- Phone Number
- Fax Number

**Premium**

**\$269 / yr**  
**\$24.95 / mo**

- Business Name/Address
- Owner/ANA Member Name
- Specialties (14)
- Sub-Specialties/Keywords (10)
- Website URL
- Phone Number
- Fax Number
- Email
- Logo/Business Photos
- Business Description
- Detail Business Web Page
- Google Maps Integration
- Social Networking Pages
- Video
- Brochure/Flyer Upload
- Hours
- Professional Affiliations
- Affiliation Logos
- **All for less than \$1 a day!!**



## Listing Level Samples

Click the links below to view sample listings from all levels.

Basic (free)



Premium \$24.95/mo

or \$269/yr



## Six Smart Reasons to Upgrade to a Premium Listing

1. Personal business listing pages **provide potential customers with more information** and important details
2. Make your business more visible by including up to 14 searchable specialties
3. Photos and logos make your listing **stand out from basic listings**
4. Premium listings allow you to upload videos and flyers to help promote your business with additional sales materials
5. Premium level dealers receive **discounted pricing on directory advertising packages**
6. All of these features cost less than **\$1 per day!**





## Editing & Optimizing Your Listing

After selecting your listing type, you will be directed to a new page where you can edit and optimize your listing. **The amount and types of information you provide will depend on the listing type you've selected.**

After you've finished editing your listing, click '**save**'. You'll then be directed to your personal directory dashboard, where you can make future edits to your listing or upgrade your listing.

**Please note that your listing will not be active until an ANA directory manager reviews your listing and verifies any necessary details before publishing. We will contact you in the event any changes need to be made, and you will be notified via email once your listing is live, typically within 3-5 business days.**

**More questions?** Please click [here](#) to submit questions, or email us at [dealerdirectory@money.org](mailto:dealerdirectory@money.org).



***Please refrain from the use of excessive capitalization in your listing, and ensure you have the rights to use any text or images displayed within your listing. You can learn more about directory terms and conditions [here](#).***



## Banner Advertising Opportunities

The newly updated ANA Dealer Directory is a great place to reach your audience. The premier online resource for potential customers seeking numismatic dealers, the ANA Dealer Directory consistently ranks in Google's top results for coin dealer related searches.

Ad space is available in the formats and sizes listed below. Still have questions? Contact Nathan McAllister via email at [nmcallister@money.org](mailto:nmcallister@money.org), or by phone at **(719) 482-9867**.



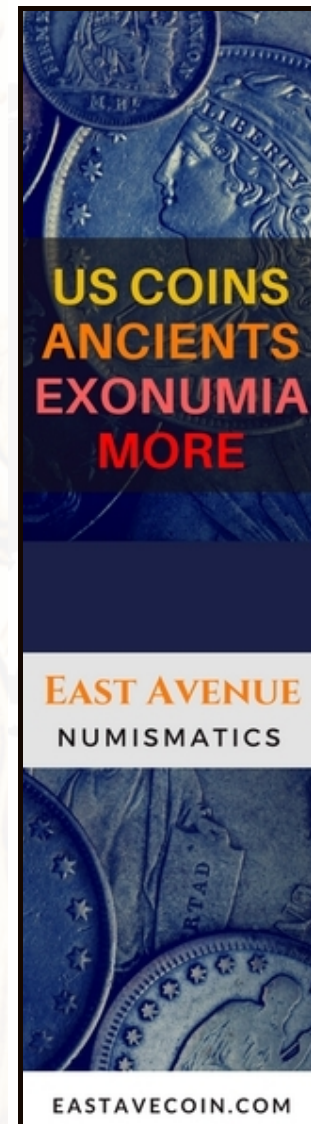
**728x90 Leaderboard**  
\$450/mo | Mobile + Desktop



**320x100 Small Banner**  
\$325/mo | Mobile + Desktop



**250x250 Square** | \$200/mo | Desktop



**160x600 Skyscraper** | \$250/mo | Desktop





## Learn More / Contact Us

### Thanks for Listing Your Business on the ANA Member Dealer Directory!

We know our new directory will extend your marketing efforts. It is our intention to provide only the best experience for both ANA Member Dealers and visitors to the Dealer Directory!

If you have further questions about the new directory, please don't hesitate to email us at [dealerdirectory@money.org](mailto:dealerdirectory@money.org). or call us at (719) 482-9847.

