

# The Numismatist

## 2021 Magazine Production - *Tentative Schedule*

Issue	DEADLINES			Online (on or before)	Mailed (on or (before)
	Insertion Order	Not Camera Ready	Camera Ready		
Jan 2021	Nov 27	Nov 27	Dec 3	Dec 15	Dec 22
Feb	Dec 28	Dec 28	Jan 3	Jan 14	Jan 19
Mar	Jan 29	Jan 29	Feb 2	Feb 15	Feb 23
Apr	Feb 26	Feb 26	Mar 2	Mar 15	Mar 23
May	Mar 30	Mar 30	Apr 2	Apr 13	Apr 20
Jun	Apr 29	Apr 29	May 3	May 13	May 18
Jul	May 28	May 28	Jun 2	Jun 15	Jun 22
Aug	Jun 29	Jun 29	Jul 2	Jul 15	Jul 20
Sep	Jul 29	Jul 29	Aug 2	Aug 12	Aug 17
Oct	Aug 27	Aug 27	Sep 2	Sep 13	Sep 21
Nov	Sep 29	Sep 29	Oct 1	Oct 14	Oct 19
Dec	Oct 29	Oct 29	Nov 2	Nov 15	Nov 18

**CONTACT:** Nathan McAllister, Advertising Sales Manager  
719-482-9867 • [nmcallister@money.org](mailto:nmcallister@money.org)

## ANA CONVENTIONS

### 2021 Convention Program - *Tentative Schedule*

CONVENTION	AD DEADLINE	TO PRESS	SHIPPED
<b>Phoenix, AZ</b> <i>March 11-13, 2021</i> National Money Show	Jan 8	Jan 19	Feb 12
<b>Rosemont, IL</b> <i>August 10-14, 2021</i> World's Fair of Money	Jun 10	Jun 21	Jul 13

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## The Numismatist 2021 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 Color	3 Months Color	6 Months Color	12 Months Color
<b>Full</b>	7.37" x 9.77"	\$1743	\$1654	\$1568	\$1476
		camera-ready discount price <b>1692</b>	<b>1607</b>	<b>1522</b>	<b>1435</b>
<b>Two Thirds</b>	Vert 4.75" x 9.77" Horiz 7.25" x 6.5"	1147	1092	1035	1009
		camera-ready discount price <b>1114</b>	<b>1059</b>	<b>1005</b>	<b>980</b>
<b>Half</b>	Vert 3.5" x 9.77" Horiz 7.35" x 4.75"	958	912	837	815
		camera-ready discount price <b>930</b>	<b>885</b>	<b>862</b>	<b>790</b>
<b>One Third</b>	Vert 2.18" x 9.77" Square 4.81" x 4.81"	580	552	521	492
		camera-ready discount price <b>563</b>	<b>536</b>	<b>505</b>	<b>478</b>
<b>Quarter</b>	Vert 3.5" x 4.75" Horiz 5.1" x 3.86"	523	502	470	448
		camera-ready discount price <b>508</b>	<b>486</b>	<b>457</b>	<b>435</b>
<b>Sixth</b>	Vert 1.93" x 4.75" Horiz 5.1" x 2.54"	400	379	357	341
		camera-ready discount price <b>388</b>	<b>368</b>	<b>346</b>	<b>332</b>
<b>Twelfth</b> (Black & White)	2.07" x 2.19"	198	190	180	170
		camera-ready discount price <b>192</b>	<b>183</b>	<b>175</b>	<b>165</b>

### Cover Prices

Inside Front Cover \$1,776    Inside Back Cover \$1,703    Outside Back Cover \$3,289

### SPECIFICATIONS

**Full-Page Bleed:** bleed dimensions - 8.875" x 11.375"; trim size 8.375" x 10.875"; working area - 7.37" x 9.77"

**Two-Page Spread:** bleed dimensions - 17.25" x 11.375"; trim size 16.76" x 10.88"; working area - 15.75" x 10"

### CLASSIFIEDS

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

# The Numismatist 2021 Advertising Rates - NATIONAL (NON-NUMISMATIC)

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 Color	3 Months Color	6 Months Color	12 Months Color
<b>Full</b>	7.37" x 9.77"	\$2820	\$2676	\$2542	\$2397
		camera-ready discount price <b>2737</b>	<b>2598</b>	<b>2468</b>	<b>2328</b>
<b>Two Thirds</b>	Vert 4.75" x 9.77" Horiz 7.25" x 6.5"	1860	1761	1677	1583
		camera-ready discount price <b>1805</b>	<b>1710</b>	<b>1580</b>	<b>1536</b>
<b>Half</b>	Vert 3.5" x 9.77" Horiz 7.35" x 4.75"	1550	1474	1627	1400
		camera-ready discount price <b>1506</b>	<b>1430</b>	<b>1417</b>	<b>1359</b>
<b>One Third</b>	Vert 2.18" x 9.77" Square 4.81" x 4.81"	920	893	843	794
		camera-ready discount price <b>893</b>	<b>867</b>	<b>819</b>	<b>773</b>
<b>Quarter</b>	Vert 3.5" x 4.75" Horiz 5.1" x 3.86"	868	815	765	723
		camera-ready discount price <b>843</b>	<b>790</b>	<b>743</b>	<b>702</b>
<b>Sixth</b>	Vert 1.93" x 4.75" Horiz 5.1" x 2.54"	649	613	577	550
		camera-ready discount price <b>612</b>	<b>579</b>	<b>543</b>	<b>534</b>
<b>Twelfth</b> (Black & White)	2.07" x 2.19"	322	307	293	275
		camera-ready discount price <b>313</b>	<b>297</b>	<b>285</b>	<b>267</b>

## Cover Prices

Inside Front Cover \$2,619    Inside Back Cover \$2,507    Outside Back Cover \$4,847

## SPECIFICATIONS

Full-Page Bleed: bleed dimensions - 8.875" x 11.375"; trim size 8.375" x 10.875"; working area - 7.37" x 9.77"

Two-Page Spread: bleed dimensions - 17.25" x 11.375"; trim size 16.76" x 10.88"; working area - 15.75" x 10"

## CLASSIFIEDS

54 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 29,000; each issue is 96 to 120 pages.

## GENERAL INFORMATION

Advertisers of numismatic material must be ANA members. Contracts are available for 1-, 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. Advertisements can be canceled due to lack of payment. The publisher may decline or cancel any advertisement at his/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, 719-482-9867.

## 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. Advertisers may be required to provide evidence of copyright compliance.

## ANA MEMBER LOGO

ANA-member advertisers may use the Association's member logo in their advertising in **The Numismatist** or other publications. Color logos are available for download from the ANA website (after logging in, visit [money.org/ANA-logos](http://money.org/ANA-logos)); 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:

- InDesign 15.1.1 (or earlier) – Go to File > Package to 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:

- Email: [sbradford@money.org](mailto:sbradford@money.org), [nmcallister@money.org](mailto:nmcallister@money.org) or [advertising@money.org](mailto:advertising@money.org). Compression: Mac format–Stuffit; PC format–Zip/Plt 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 7 weeks' notice prior to the issue's cover date. All contracts canceled with less than 7 weeks' notice will incur a one-time fee at 50% of the inventory reserved.

## 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 .54 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 advertising is automatically renewed in billing cycles of 3, 6 or 12 months. Classified advertising will run until notified by the advertiser, and require a 7-week cancellation notice prior to the issue's cover date.

Classified ads can be submitted via U.S. mail or email; no handwritten ads are accepted. Ads received after the deadline will be held for the next issue. No refunds will be given for canceled classified 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  
Email: [advertising@money.org](mailto:advertising@money.org)

**Advertising Sales Manager:** Nathan McAllister  
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