

The Numismatist

2020 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 2020	Nov 29	Nov 29	Dec 4	Dec 6	Dec 17	Dec 19
Feb	Dec 28	Dec 28	Jan 3	Jan 8	Jan 17	Jan 21
Mar	Jan 30	Jan 30	Feb 4	Feb 7	Feb 18	Feb 20
Apr	Feb 29	Feb 29	Mar 3	Mar 6	Mar 17	Mar 19
May	Mar 30	Mar 30	Apr 3	Apr 6	Apr 15	Apr 17
Jun	Apr 29	Apr 29	May 5	May 7	May 18	May 20
Jul	May 29	May 29	Jun 2	Jun 8	Jun 17	Jun 19
Aug	Jun 29	Jun 29	Jul 3	Jul 7	Jul 16	Jul 20
Sep	Jul 29	Jul 29	Aug 4	Aug 7	Aug 18	Aug 20
Oct	Aug 28	Aug 28	Sep 4	Sep 7	Sep 16	Sep 18
Nov	Sep 29	Sep 29	Oct 2	Oct 7	Oct 16	Oct 20
Dec	Oct 30	Oct 30	Nov 3	Nov 6	Nov 17	Nov 19

CONTACT: Nathan McAllister, Advertising Sales Manager
719-482-9867 • nmcallister@money.org

ANA CONVENTIONS

2020 Convention Program - *Tentative Schedule*

CONVENTION	AD DEADLINE	TO PRESS	SHIPPED
Atlanta, GA <i>February 28-30, 2020</i> National Money Show	Jan 10	Jan 17	Feb 3
Pittsburgh, PA <i>August 4-8, 2020</i> World's Fair of Money	Jun 10	Jun 19	Jul 6

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The Numismatist 2020 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
Full	7.37" x 9.77"	1692	1606	1522	1433
		<i>camera-ready discount price</i>			
		1643	1560	1478	1393
Two Thirds	Vert 4.75" x 9.77" Horiz 7.25" x 6.5"	1114	1060	1005	980
		<i>camera-ready discount price</i>			
		1082	1028	976	951
Half	Vert 3.5" x 9.77" Horiz 7.35" x 4.75"	930	885	837	791
		<i>camera-ready discount price</i>			
		903	859	812	767
One Third	Vert 2.18" x 9.77" Square 4.81" x 4.81"	563	536	506	478
		<i>camera-ready discount price</i>			
		547	520	490	464
Quarter	Vert 3.5" x 4.75" Horiz 5.1" x 3.86"	508	487	456	435
		<i>camera-ready discount price</i>			
		493	472	444	422
Sixth	Vert 1.93" x 4.75" Horiz 5.1" x 2.54"	388	368	347	331
		<i>camera-ready discount price</i>			
		377	357	336	322
Twelfth <i>(Black & White)</i>	2.07" x 2.19"	192	184	175	165
		<i>camera-ready discount price</i>			
		186	178	170	160

Cover Prices

IFC \$1,724 IBC \$1,653 OBC \$3,193

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

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

The Numismatist 2020 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 Color	3 Months Color	6 Months Color	12 Months Color
Full	7.37" x 9.77"	2738	2598	2468	2327
		<i>camera-ready discount price</i> 2657	2522	2396	2260
Two Thirds	Vert 4.75" x 9.77" Horiz 7.25" x 6.5"	1806	1710	1628	1537
		<i>camera-ready discount price</i> 1752	1660	1580	1491
Half	Vert 3.5" x 9.77" Horiz 7.35" x 4.75"	1505	1431	1417	1359
		<i>camera-ready discount price</i> 1462	1388	1376	1319
One Third	Vert 2.18" x 9.77" Square 4.81" x 4.81"	893	867	818	771
		<i>camera-ready discount price</i> 867	842	795	750
Quarter	Vert 3.5" x 4.75" Horiz 5.1" x 3.86"	843	791	743	702
		<i>camera-ready discount price</i> 818	767	721	682
Sixth	Vert 1.93" x 4.75" Horiz 5.1" x 2.54"	630	595	560	534
		<i>camera-ready discount price</i> 594	562	527	518
Twelfth <i>(Black & White)</i>	2.07" x 2.19"	313	298	284	267
		<i>camera-ready discount price</i> 304	288	277	259

Cover Prices

IFC \$2,543 IBC \$2,434 OBC \$4,706

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

53 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 25,000; each issue is 96 to 120 pages.

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. 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 a 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. 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.

ANA MEMBER LOGO

ANA-member advertisers may use the Association's member logo in their advertising in **The Numismatist** or other publications. Black-and-white and color logos are available for download from "My ANA" area of the ANA website (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 publication. Camera-ready art requires no alterations, resizing or editing by **The Numismatist**.

Acceptable Digital File Formats:

- QuarkXpress 9 (or earlier) – "Collect for Output," 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:

- E-mail: bscott@money.org or advertising@money.org. Compression: Mac format–Stuffit; PC format–Zip/zip 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 seven weeks notice prior to the issue's cover date. 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.

CLASSIFIED ADVERTISING

Rates are .53 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 ads can be submitted via U.S. mail, fax or e-mail; no handwritten ads are accepted. Ads received after the deadline will be held for the next issue. No refunds will be given for canceled 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
E-mail: advertising@money.org
Fax: 719-634-4085

Advertising Sales Manager: Nathan McAllister • 719-482-9867
E-mail: nmcallister@money.org

Advertising/Production Coordinator: Shayla Bradford • 719-482-9850
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