

New and Improved ANA Dealer Directory Launches July 1

On July 1, the American Numismatic Association (ANA) released a modified and improved Dealer Directory. With this search engine tool, collectors can explore and discover dealers across the street or across the country. Over 1,500 dealers can be searched worldwide by name, specialty, location or keyword.

In order to stay up to date with today's technological innovations and consumer expectations, the new Dealer Directory features a modern aesthetic and improved usability and functionality across devices. The ANA platform, which holds some of the top search engine rankings in numismatics, features updated designs and capabilities including:

- Improved search options for users, including geolocation technology. Users 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.
- New advertising opportunities for dealers.
- Premium Listings to set member dealers apart from their competition.

"We're thrilled to introduce our new ANA Member Dealer Directory to collectors," said ANA Executive Director Kim Kiick. "Our updated platform features state of the art search functionalities that will allow ANA members and the public at large to connect with ANA dealers from coast to coast."

Dealers on a free Basic Listing plan have the option to advertise a business name/address, owner/ANA member name, specialties, sub-specialties, a website URL, phone number and fax number.

Dealers also have the option to upgrade to a Premium Listing. This new feature allows dealers to include everything in a Basic Listing, plus business email, logo/business photos, business description, Google Maps integration, social networking pages, videos and much more. Access to this information makes it easier for collectors to find a dealer in the directory. The Premium Listing costs \$24.95 a month.

Dealers interested in advertising can call (719) 482-9849 or email dealerdirectory@money.org. Dealers and advertisers must be members of the ANA to be included in the directory. The new directory can be accessed at www.coin-dealer-directory.money.org.

The American Numismatic Association is a congressionally chartered, nonprofit educational organization dedicated to encouraging the study and collection of coins and related items. The ANA helps its 25,000 members and the public discover and explore the world of money through

its vast array of educational and outreach programs as well as its museum, library, publications, and conventions. For more information, call 719-632-2646 or visit www.money.org.