

# American Numismatic Association

## ANA POLICY MANUAL

Revised: October 2, 2013

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### GENERAL PROVISIONS

- This document shall be known as the *ANA Policy Manual* (Article IX, Section 1[l]).
- The manual may contain sections and provisions that the executive director regards as necessary for effective and consistent Association management.
- The contents of the manual are subject to review and approval by the ANA Board of Governors (Article IX, Section 1[l]).
- All changes to the manual must be submitted to the Board of Governors for review. Substantive changes (such as those that affect member rights, privileges or benefits) require the approval of the Board of Governors.
- Supporting documents shall be included as attachments at the end of the manual.
- A copy of the *ANA Policy Manual* shall be maintained on the ANA website at [www.money.org](http://www.money.org) (Article IX, Section 1[l]); a printed copy shall be provided to members upon request.

### MEMBERSHIP—CATEGORIES & DUES

## Article I, Sections 1 through 8

Receipt of *The Numismatist*, the ANA's official monthly magazine, is the primary benefit of membership. The printed magazine is mailed via the United States Postal Service; the online magazine is available as a "Members Only" benefit at [www.money.org](http://www.money.org).

### • Regular

MAGAZINE SUBSCRIPTION: printed and online

#### MEMBERSHIP OPTIONS:

	1 YR	2 YRS	3 YRS	5 YRS
Regular (R)	\$46	\$88	\$130	NA
Senior (K) (65 & over)	\$41	\$78	\$115	NA
Young Numismatist (YN) (17 & under)	\$26	\$50	\$74	NA
Life Regular (LM) (54 & under)	\$1,200			
(55 & over)	\$900			
Life Payment Plan (LPP)	Price and terms available on request (Life membership available after three years of regular or basic membership)			

Non-Member Subscription \$48

### • Basic

MAGAZINE SUBSCRIPTION: online only

#### MEMBERSHIP OPTIONS:

	1 YR	2 YRS	3 YRS	5 YRS
Basic Regular (BR)	\$28	\$53	\$78	\$128
Basic Young Numismatist (BY) (17 & under)	\$14	\$26	\$39	\$64
Basic Associate (A) (spouse or child residing at same address)	\$14	\$26	\$39	\$64
Life Basic (LB) (54 & under)	\$800			
(55 & over)	\$600			
Life Payment Plan (LPP)	Price and terms available on request (Life membership available after three years of regular or basic membership)			

### • Club

MAGAZINE SUBSCRIPTION: as noted below

#### MEMBERSHIP OPTIONS:

Club (C) (printed and online magazine)	\$28/yr
Club Ambassador (CA) (printed and online magazine) (for qualifying clubs only; see Attachment #2)	Free
Club Choice (CC) (no magazine, no benefits)	\$15/yr

- **Staff**

MAGAZINE SUBSCRIPTION: printed and online (print edition is not mailed, but can be acquired at ANA headquarters)

Staff (P)      Free (for the duration of their employment)

- **Emeritus**

MAGAZINE SUBSCRIPTION: printed and online

Emeritus Friendship (F)      Free

Emeritus Golden (G)      Free (after 50 years of dues-paying membership)

Emeritus Honorary (H)      Free (reserved for dignitaries)

## **MEMBERSHIP—APPLICATION & ADMISSION**

### **Article II, Section 4**

Membership numbers and class designations are assigned and maintained at the discretion of the Association and its administrative staff.

- **Assignment of numbers to new regular and basic members:** Seven-digit membership numbers are assigned in sequential order by the database.
- **Assignment of numbers to new life members:** Members can choose to receive a seven-digit number or a four-digit number.
- **Assignment of numbers to members converting to life membership:** Members can retain their original seven-digit number or opt for a new, four-digit number.
- **Reinstatement of lapsed members:** Members can rejoin by paying the lapsed dues, thereby retaining their original date of admission and original membership number; or they can join anew with a new admission date and number.
- **Distribution of membership information or materials to incarcerated individuals:** The ANA staff shall not provide membership information or materials to inmates in correctional facilities.

## **BENEFITS**

### **Article I, Section 9**

The Association shall provide all members such other benefits (in addition to receipt of *The Numismatist*, above) as the Board of Governors deems appropriate. These shall include, but are not limited to, the following:

- Voting rights in ANA elections

- Borrowing privileges from the Dwight N. Manley Numismatic Library
- Free admission to the National Money Show<sup>SM</sup> and World's Fair of Money<sup>SM</sup>
- Free admission to the Edward C. Rochette Money Museum
- Free shipping for life members on all orders from ANA headquarters
- Direct submission privileges to Numismatic Guaranty Corporation (NGC), Numismatic Conservation Services (NCS) and Paper Money Guaranty (PMG)
- Discounts on supplies from Wizard Coin Supply
- Access to collection insurance through Hugh Wood, Inc.
- Access to private life, long-term care and disability insurance through The Gerlitz Group
- Access to loan services through Collateral Finance Corporation
- Access to ANA credit card services through U.S. Bank
- Discounts on Liberty Mutual insurance
- Discounts on Krause Publications subscriptions
- Discounts on moving services through Mayflower Transit (provided by Arrow Moving)
- Discounts on Dell computers
- Discounts at Hertz car rental
- Discounts on shipping and insurance through North American Collectibles Association

## **MEDIATION**

### **Article III, Section 3**

Mediation policies and procedures shall be posted on the Association's website, [www.money.org](http://www.money.org); printed copies shall be available upon request. All mediation shall be administered in accordance with the procedures outlined in this Policy Manual.

### **Complaints and Mediation Services**

ANA members must adhere to the ANA Code of Ethics. Any member who is determined, after having had an opportunity to respond to a complaint, to have violated the ANA Code of Ethics as contained in the bylaws, is subject to disciplinary action by the ANA.

### **Informal Review**

Upon receipt of a written complaint, the Mediation Department will notify the person about whom the complaint has been made and attempt to facilitate a resolution between the Complainant and the member Respondent to arrive at a mutually acceptable solution. No formal response is required at this stage of the mediation process. Most complaints are resolved in this manner.

### **Formal Mediation Process**

If informal efforts fail to resolve the complaint, the complaint will be reviewed by the executive director and the general counsel to determine whether the complaint meets the minimum criteria necessary to be considered by the Mediation Committee (Attachment #1). To proceed to the formal mediation process, complaints must be addressed as

follows:

- 1) The respondent is notified of the complaint and requested to respond in writing within 30 days.
- 2) The complainant is notified of the respondent's reply and, if desired, may respond to the Association within 15 days.
- 3) The formal complaint and both parties' documentation is submitted to the Mediation Committee.
- 4) If disciplinary action is taken against an ANA member, his/her name, city and state, along with the grounds for disciplinary action, shall be published in *The Numismatist*.

Failure to respond to a complaint within the allotted time shall be deemed an admission of the complaint.

### **Mediation Committee Composition and Service**

- The Association president shall appoint five (5) members to the Mediation Committee, each of whom must be a current member of the Association and a past member of the Association's Board of Governors. The committee shall be chaired by the immediate past president of the Association, unless the immediate past president is a current member of the Board of Governors, in which event the committee shall be chaired by the most recent past president of the Association who is not a current member of the Board of Governors.

- No more than two (2) members of the committee can be numismatic dealers. (A dealer is defined as a person who purchases and sells numismatic material on a regular basis as a business activity or enterprise entered into for profit, and not as a collector of numismatic items for his or her personal use.)

- Members of the Mediation Committee shall serve during the term of the Association president who appointed them. The general counsel of the Association participates as a non-voting member of the committee.

### **Referral of a Complaint**

- 1) Upon receipt of a complaint, response and reply, if any, the executive director or his/her designee shall forward all materials to the Mediation Committee for handling. Within 30 days of receipt of a complaint, response and reply, if any, the Mediation Committee shall review all materials submitted and determine whether additional information is needed and/or if a hearing is necessary to take action on the complaint.

- 2) If the Mediation Committee determines it has sufficient information to make a determination on the complaint without a hearing, it shall, within 45 days of receipt of the complaint, response and reply, if any, render a written decision regarding the complaint.

- 3) If the Mediation Committee requires additional information to make a decision regarding the complaint or if it determines that a hearing is necessary to resolve the complaint, it shall: a) schedule a telephone hearing to occur within 60 days of the Mediation Committee's receipt of the complaint, response and reply, if any; b) request any additional information be submitted prior to or at the time of the hearing; and c) render a written decision within 15 days of the conclusion of the telephone hearing.

- 4) The Mediation Committee's written decision shall be forwarded to the

complainant and respondent within five (5) days of the Association's receipt of the decision. The Mediation Committee's decision may be delivered by any reasonable method, provided a return receipt or other acknowledgment of receipt is obtained.

### **Disciplinary Measures**

The Mediation Committee shall have the authority to impose any discipline against a respondent it deems appropriate, including placing limitations upon a respondent's membership. It can issue reprimands, recommend a loss of privileges, order restitution or the return of numismatic materials, assess fines or penalties, reimburse fees, place a respondent on probation, or fashion any other discipline it deems appropriate. If the Mediation Committee believes that suspension or expulsion from Association membership is the appropriate sanction against a respondent, it shall, in its written decision, make such a recommendation to the Board of Governors, who shall determine if such action is warranted. All discipline authorized to be imposed by the Mediation Committee shall become effective immediately unless a timely appeal to the Board of Governors is filed, as provided in Article III, Section 4.

### **Appeal Process**

Any party to a complaint under Article III, Section 3, who is dissatisfied with the Mediation Committee's decision can appeal to the Association's Board of Governors. All Committee recommendations for suspension or expulsion shall automatically be submitted to the Board of Governors.

- Appeals must be sent by the appealing party to the Association's executive director within 15 days of receipt of the Mediation Committee's decision. Appeals filed after the 15 days provided for herein shall not be accepted and the Mediation Committee's decision shall be final and binding on the parties to the complaint.

- The appeal must state the specific basis for the appeal, the reason the appealing party disagrees with the Mediation Committee's decision, and the relief requested by the appealing party.

- Within 15 days of receipt of an appeal, the Association shall provide a copy of the appeal to all parties to the complaint. The appeal may be delivered by any reasonable method, provided a return receipt or other acknowledgment of receipt is obtained.

- Any non-appealing party may submit a response to the appeal within 15 days of receipt of the appeal. The response shall be provided to the Association and to all parties to the complaint. The response to the appeal may be delivered by any reasonable method, provided a return receipt or other acknowledgment of receipt is obtained.

- All materials provided as a part of the Mediation Committee's decision, as well as all appeal submissions, will be provided to the Association's Board of Governors. The Board of Governors shall consider such appeals three (3) times per year at meetings held in conjunction with the Association's three (3) conventions. All appeal deadlines must have been met at least 30 days prior to the opening of the Association's convention at which the case is to be considered.

- All parties to an appeal will be given 15 days' notice of their right to present arguments to support their position on appeal before the Board of Governors. The Board of Governors will hear arguments only from the parties to the appeal; no additional hearings will be scheduled.

- Within 30 days of the consideration of an appeal, the Board of Governors shall render a written decision, to be delivered to the parties to the appeal by any reasonable method, provided that a return receipt or other acknowledgment of receipt is obtained.
- The Board of Governors' decision may affirm, modify or reverse the decision of the Mediation Committee and may affirm, modify or reverse any discipline imposed by the Mediation Committee, all at the sole discretion of the Board of Governors.
- The Board of Governors' decision shall be final and binding on the parties to the appeal. The parties to the complaint and the appeal shall have no further recourse with regard to the complaint.

## **Fees**

*Formal complaints:* All formal complaints submitted to the Mediation Committee must be accompanied by a Complaint Form (Attachment #1) and the appropriate processing fee, as designated on the form.

*Appeals:* Fees for appeals shall be \$50 for members and \$100 for non-members. There shall be no cost resulting from automatic appeals from a Mediation Committee recommendation of suspension or expulsion.

## **Disputes and Deferrals**

- All disputes that have been or currently are the subject of arbitration or civil litigation are not eligible for mediation services under this Article III, Section 3, except to the extent that the relief requested is the respondent's suspension or expulsion from ANA because of his/her conduct.
- Throughout the process outlined in Article III, Section 3, the executive director or his/her designee shall work to resolve complaints. A complaint may be resolved or withdrawn at any time prior to a decision rendered by the Mediation Committee.
- All discipline imposed against a member of the Association, once the discipline is deemed final, may be published in *The Numismatist*.
- The Association shall defer offering mediation services to individual members regarding payment disputes until 90 days have passed since the transaction and all other efforts to resolve the matter are extinguished.
- The Association shall not accept any mediation case in which a written auction agreement is executed between an auctioneer and consignor.
- The Association shall not intercede in disputes involving third-party grading companies.

## **TEMPORARY SUSPENSION, SUSPENSION & EXPULSION**

### **Article III, Section 4**

- An individual may be suspended or expelled from ANA membership only through official action by the Board of Governors. However, the executive director shall have the right to temporarily suspend any member who fails to respond to a complaint; who fails to pay any indebtedness to the Association that is three months or more overdue; or who fails to return any library book or other Association property within two months after demand is made therefor. In any such case, the complaint shall be referred to the Board of Governors, accompanied by a report of the executive director's action.

The Board may affirm, modify or reverse this action or request further information prior to taking any action on the complaint.

- The executive director may reinstate any member who has been temporarily suspended under Article III, Section 4, provided that such member has complied with all requirements necessary to cure the default on which such suspension action was based.

- The executive director may temporarily suspend a member upon notification of a serious situation that violates the Code of Ethics by the Association, such as engaging in conduct unbecoming of a member, committing a criminal offense, etc.

- The Board of Governors shall be notified within five (5) business days of such action against any member of the Association.

## **ADVERTISING—THE NUMISMATIST & ANA WEBSITE**

### **Article III, Section 5**

The executive director shall maintain advertising policies and procedures in the ANA Policy Manual and shall administer such policies as directed by the Board of Governors.

Such policies will deal with advertising in Association publications, on the Association's website ([www.money.org](http://www.money.org)) and in advertising in other publications or websites in which Association membership is referenced by the advertiser.

### **Advertising Policies & Requirements**

All advertisements of any company published in *The Numismatist*, and all advertisements and printed material of any company in which an Association membership logo shall appear or the advertiser shall claim Association membership, shall disclose the name(s) and Association membership number(s) of the principal officers of that company.

- The designated principal officer(s) shall be responsible for the satisfaction of any complaints submitted to the Association based on any act or omission by the company or any officer(s), director(s), employee(s) or agent(s) thereof acting on behalf of the company. The designated principal officer(s) may be expelled or suspended from Association membership by reason of such act or omission, irrespective of whether said principal officer(s) has participated therein.

- If the Association determines that a complaint against a company is justified, such company, and those ANA members who are principal officer(s) of said company, shall be ineligible for a bourse table at an Association convention until such complaint is resolved to the satisfaction of the Board of Governors.

- The term "company" shall include any corporation or partnership or any individual(s) operating under a firm name. The term "principal officer" shall mean 1) any officer, manager, partner, owner or part-owner of said company who has authority to cause that company to satisfy a justified complaint; 2) any person who has been designated by that company as one of its officers in any advertisement, communication or other written instrument; or 3) any person who has agreed to assume responsibility for satisfying a complaint against that company.

- Any company referred to herein shall notify the Association in writing as to any addition to or deletion of any name(s) so furnished to the Association. Any officer, partner, manager, owner or part-owner of any company who refuses or fails to furnish such name(s) or to so notify the Association shall be deemed to be guilty of conduct



unbecoming a member and prejudicial to the welfare of the Association.

- Any complaints regarding an advertisement shall follow the procedure outlined above under “Mediation” (Article III, Section 3).

- No company, dealer or auctioneer will be recognized on any additional wrapper, “tip-on” sheet or bag that obscures the outside front and/or back covers of *The Numismatist*.

### **Contracts**

All advertisers in ANA publications and on the ANA website are required to sign an advertising contract (Attachments #4 and #5).

### **SPONSORSHIP POLICIES**

- The term “sponsor” shall include any corporation, partnership or individual pledging \$9,999.99 or less in support of an Association activity, program or event, such as the ANA National Money Show or World’s Fair of Money.

- The term “title sponsor” shall include any corporation, partnership or individual pledging \$10,000 or more in support of an Association activity, program or event, such as the ANA National Money Show or World’s Fair of Money.

- Any proposed sponsorship of \$10,000 or more must be reviewed and approved by the Board of Governors before said sponsorship is accepted. The Board requires a minimum of two weeks for the review process.

- Title sponsorships may not be sold to a competing auction company for any convention or event for which an official auctioneer is contracted.

### **Contracts**

All sponsors are required to sign a sponsorship contract (Attachment #6).

### **OFFICIAL AUCTIONEER POLICIES**

- The term “official auctioneer” shall include any corporation, partnership or individual contracted by the Association to conduct numismatic auctions on behalf of the Association at its conventions.

- Any official multi-year auctioneer contracted for the World’s Fair of Money will be recognized on the homepage of [www.money.org](http://www.money.org) for the length of its contract.

- Convention sponsors who represent a competing auctioneer cannot be recognized on the homepage of any ANA website, including [www.money.org](http://www.money.org), [worldsfairofmoney.com](http://worldsfairofmoney.com) and [nationalmoneyshow.com](http://nationalmoneyshow.com). However, title sponsors may appear under a link separate from the websites’ homepages.

- No auctioneer will be recognized on any additional wrapper, “tip-on” sheet or bag that obscures the outside front and/or back covers of *The Numismatist*.

- Consignment solicitations for an official ANA auction cannot begin until after the close of auction consignments for the official ANA auction immediately preceding. No consignment solicitations for any official ANA auction conducted by a competing auctioneer will be distributed by the ANA via e-mail or the United States Postal Service

commencing three weeks prior to a currently scheduled official ANA auction and ending at the conclusion of that official ANA auction.

## **PAYMENTS & CASH DISBURSEMENTS**

• In accordance with Article IV, Section 2e, the president is allowed to approve non-routine payments requested by the executive director or controller in keeping with accounting procedures established for the Association staff and consistent with the approved budget. The president may appoint the vice president or other officer(s) to perform a portion or all of this function.

### **Cash Disbursements**

Association staff has established a specific routine in regard to cash disbursements:

1) An expenditure is entered into Business Portal (BP) as a requisition. It is sent to a supervisor, who approves the request and forwards it to the senior administrative manager for approval, or rejects the request and notifies the individual submitting the requisition. The senior administrative manager then approves the request and forwards it to the controller for final approval, or rejects the request and notifies the supervisor. If the requisition represents an unbudgeted item, it is presented to the executive director for approval, and then sent to the controller for final approval. The accounting assistant then processes the approved requisition and generates an electronic purchase order. At that time, BP assigns a purchase order number and alerts the requestor.

2) This process must be completed before submitting any order to a vendor, with the exception of office supply orders and outgoing one- or two-day express shipments, which require generation of a paper purchase order. Such orders must adhere to the same approval system as BP requisitions.

3) Items not requiring approval prior to payment are property insurance, monthly/quarterly maintenance contracts, security service, telephone service, tax-sheltered annuity premiums, computer license fees, payroll taxes, equipment leases, and standard mailing and postage meter rentals. These are approved in the budget process.

4) All legal bills must be approved by general counsel.

### **Computer-Generated Payments**

1) An invoice is entered into the computerized accounts payable system. A weekly checklist is generated on the Thursdays for all invoices due on or before that date. This list is forwarded to the president for approval, with a copy forwarded to the executive director.

2) When approved by the president, a check is printed and given to the controller and executive director for approval.

3) The executive director or an assistant treasurer is called upon to sign the checks. Checks over \$5,000 must be signed by two individuals so empowered by the ANA.

4) Sections of the check are separated and processed as follows: a) the check and stub are mailed to the payee along with a remittance form (if provided); b) the invoice is stamped with the date mailed; and c) the top portion is attached to supporting

documentation and alphabetically filed by the accounting assistant.

## **BAD DEBT COLLECTION POLICY**

### **Accounting Procedures:**

- 1) Invoice is sent out
- 2) 30 days past due:
  - a) Receivable Clerk sends 30-day past due letter with invoice to the member and maintains all backup
- 3) 60 days past due:
  - a) Receivable Clerk sends 60-day past due letter with invoice and maintains all backup
  - b) Receivable Clerk calls the customer to attempt to collect payment or work out a payment plan
  - c) Receivable Clerk instructs Sales Manager to cease advertising or sponsorship, if appropriate
- 4) 90 days past due:
  - a) Receivable Clerk gives 90-day past due invoice to Executive Assistant, along with copies of the 30- and 60-day past due invoices
  - b) Executive Assistant moves iMIS record (and bourse record, if appropriate) to “Suspended (type)” and “Suspended (status)” and places notes under the iMIS “Notes” tab, with details in accordance with Association Bylaws
  - c) Executive Assistant sends certified, 90-day letter that indicates:
    - Membership will be suspended
    - Information will be provided to the Board for possible member expulsion
    - Account will be sent to a collection agency
  - d) Receivable Clerk monitors account for payment and notifies Executive Assistant if payment is received
- 5) The Board receives all back-up documents pertaining to the bad debt within 20 days of member notification for possible member expulsion at the next regularly scheduled Board of Governors meeting

### **Outcomes:**

- 1) If member pays debt in full:
  - a) Executive Assistant provides paperwork to Board of Governors for member reinstatement at the Board’s next scheduled meeting
  - b) Executive Assistant moves iMIS record back to original type and status
  - c) Executive Assistant records detailed notes under the iMIS “Notes” tab
- 2) If member does not pay debt and is expelled:
  - a) Executive Assistant sends certified notification of expulsion

- b) Executive Assistant moves iMIS record to “Expelled (type)” and “Expelled (status)”
- c) Executive Assistant records detailed notes under iMIS “Notes” tab, including amounts and dates
- d) Executive Assistant gives copies of all information to the Receivable Clerk, who writes off the bad debt and sends it to the collection agency

**Publication:**

If directed by the Board, reports of suspensions, expulsions and reinstatements are forwarded to the ANA Publications Department for publication in *The Numismatist*.

**DONATIONS—DONATION APPROVAL**

Any proposed donation of \$10,000 or more in cash or material must be reviewed and approved by the Board of Governors before said donation is accepted. The Board requires a minimum of two weeks for the review process.

**DONATIONS—DONOR RECOGNITION**

**Article XI, Section 2**

Any donor of a gift or bequest valued at \$25 or more shall be recognized by publication of his or her name in *The Numismatist*. At the donor’s request, any such gift can be published as “Anonymous.”

**CONTRACTS & AGREEMENTS**

**Article XIII, Section 2**

The Association may not enter into any contract or agreement that would obligate or require an expenditure of more than \$25,000 without prior review and approval by the Board of Governors; nor may the Association enter into any contract or agreement that would encompass a period of time greater than one year (including renewals) without prior review and approval by the Board of Governors.

- Contracts of an emergency nature, such as building repairs, must have the approval of the president and vice president or, in their absence, two members of the Board with the greatest length of service.

- The executive director may approve contracts totaling \$5,000 or less, consulting with the general counsel as necessary.

# ATTACHMENT #1

## Mediation Services Complaint Form



American Numismatic Association  
818 N. Cascade Avenue  
Colorado Springs, CO 80903  
E-mail: [mediation@money.org](mailto:mediation@money.org)  
Fax: 719-634-4085

Mediation Services  
Complaint Form

\*fee must accompany this form, see fee schedule below.

Complainant (your name) \_\_\_\_\_ ANA No \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Business telephone (\_\_\_\_\_) \_\_\_\_\_ Home telephone (\_\_\_\_\_) \_\_\_\_\_  
Facsimile No. (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Respondent (name of individual) \_\_\_\_\_ ANA No \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Fees		
<u>Numismatic transactions valued at:</u>	<u>Member Fees</u>	<u>Non-Member Fees</u>
50 - \$1,000.00	\$75.00	\$150.00
\$1,000.01 - \$2,500.00	\$125.00	\$250.00
\$2,500.01 or greater	\$125.00 - 5% of the value of the transaction over \$2,500	\$250.00 - 12% of the value of the transaction over \$2,500
For matters not involving a numismatic transaction or where no monetary value is involved, the minimum processing fee is \$200.00 for ANA Members and \$400.00 for Non-ANA Members		

American Numismatic Association

Attachment #1 continued on next page

### Summary of Complaint

Please note: In the event your complaint is referred to iGmail Mediation We cannot verbally discuss ongoing complaints. All communications in regard to mediation must be in writing.

Product or service involved \_\_\_\_\_

Has the product been graded independently? \_\_\_\_\_ By whom? \_\_\_\_\_

Date purchased \_\_\_\_\_ Date received \_\_\_\_\_ Cost \$ \_\_\_\_\_

Was the product or service advertised? \_\_\_\_\_ Where? \_\_\_\_\_

Did you complain to the company? \_\_\_\_\_ Person who responded \_\_\_\_\_

Have you contacted any other organization regarding this complaint? \_\_\_\_\_

Please list \_\_\_\_\_

Is there a pending lawsuit? \_\_\_\_\_

Form of redress desired \_\_\_\_\_

Briefly state any additional facts concerning your complaint, including names, dates and places. (Attach additional pages if more space is required.) Also enclose copies (not originals) of any documents pertaining to the transaction, such as receipts, grading certificates, correspondence, contracts/policies, and advertisements.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All information provided will be sent to the respondent(s) involved.

*I swear or affirm that the information provided in this Complaint is true and accurate.*

Your signature \_\_\_\_\_ Date \_\_\_\_\_

SEAL

\_\_\_\_\_  
NOTARY

Complaint forms must be notarized as required by ANA Mediation Guidelines

American Numismatic Association

Attachment #1 continued on next page

Mediation Complaint Form Method of Payment.

☐ Cash ☐ Check ☐ Money Order

☐ MasterCard ☐ Visa ☐ American Express

\_\_\_\_\_

Credit Card Account No. (all digits)

\_\_\_\_\_

Expiration Date

American Numismatic Association

End of Attachment #1

## ATTACHMENT #2

### Member Club Categories

**AMERICAN NUMISMATIC ASSOCIATION**  
**120 YEARS**  
 818 N. Cascade Ave.  
 Colorado Springs, CO 80903  
[www.money.org](http://www.money.org)  
**800-514-COIN**

**ANA CLUB MEMBERSHIP DUES**

Regular Club	
1 Year	\$75
2 Years	\$145
3 Years	\$215
5 Years	\$355
Club Choice	
1 Year	\$15
Life Club (25 years)	\$1,255
Ambassador Club	
1 Year	\$148

Personal qualifications required.

AMERICAN  
**NUMISMATIC**  
 ASSOCIATION

*Club Representative Program*

**The mission ...**

... of the American Numismatic Association Club Representative Program is to work directly with members and clubs to promote and expand the numismatic experience through the services and programs offered by the Association.

The Representative Program utilizes the many talented and enthusiastic individuals involved in the fascinating hobby of numismatics across the country.

The Representative Program is structured with a National Coordinator and representatives. If you are interested in a volunteer position in the Club Representative Program, please contact the ANA membership department at 800-514-2646.

Each American Numismatic Association member club appoints a Club Representative who is responsible for communicating ANA activities, benefits and services to their Club. Each Club Representative must be an ANA member. The Club Representative is responsible for keeping information regarding officers, meeting times and places, and special events up-to-date with the ANA. By providing current information, we can encourage club growth.

**For more information:**

Please contact us at: [clubrep@money.org](mailto:clubrep@money.org)

*Explore the World of Money*



#### It's Your Association!

Visit the ANA Clubs page at [www.money.org](http://www.money.org) often. Call or email us anytime with your questions or needs we will help you become a better numismatic club.

#### Here's how to reach us ...

Membership Department: 800-514-COIN (2646)  
[membership@money.org](mailto:membership@money.org)

General Information: 800-367-9723  
[ana@money.org](mailto:ana@money.org)

Convention Services: Ext. 139  
[convention@money.org](mailto:convention@money.org)

Education Department: Ext. 150  
[education@money.org](mailto:education@money.org)

Young Numismatists: Ext. 145  
[education@money.org](mailto:education@money.org)

Library/Research Services: Ext. 121  
[library@money.org](mailto:library@money.org)

Museum Department: Ext. 128  
[museum@money.org](mailto:museum@money.org)

National Money Show™ • [www.nationalmoneyshow.com](http://www.nationalmoneyshow.com)  
 World's Fair of Money™ • [www.worldsfairofmoney.com](http://www.worldsfairofmoney.com)

AMERICAN  
**NUMISMATIC**  
 ASSOCIATION

818 N. Cascade Ave.  
 Colorado Springs, CO 80903-3279  
[www.money.org](http://www.money.org)

Discover

Explore

Network

AMERICAN  
**NUMISMATIC**  
 ASSOCIATION

*Member Club*

Attachment #2 continued on next page



## Now offering 3 Club Levels!

### THE AMBASSADOR CLUB

The premier club membership, the **AMBASSADOR CLUB** level has **NO** annual dues. Clubs must qualify annually and receive all the benefits included with Regular club membership.

#### Qualifications for Ambassador Club

- All officers and members of the club are ANA members
- Participation in National Coin Week
- Club must sponsor two programs, activities each year (coin show, exhibit, educational talk, ANA show table, etc.)
- Host a club website or publish a newsletter or other publication
- Meetings must have an educational presentation
- Send annual club updates to ANA via email (officers, contact info, club roster, etc.)
- Minimum of 12 club members
- Club information listed in the ANA online club directory

#### Plus Ambassador Clubs receive:

- ★ Website hosting
- ★ Coin Show Kits
- ★ Club Speaker Certificates
- ★ Discounts on the Numismatic Diploma Program
- ★ Full access to the Dwight N. Manley Numismatic Library
- ★ Calendar of event listings in The Numismatist
- ★ ANA logo use
- ★ Free table at World's Fair of Money™
- ★ Special Ambassador Club recognition in The Numismatist and in the Club Directory

ANA clubs at the **REGULAR** level pay annual dues and can earn credits to reduce the annual dues of \$75 based upon the number of members who hold individual memberships in the Association.

#### REGULAR CLUB membership includes:

- The Numismatist (print version)
- Club Directory Listing
- Coin Show Kits
- Club Speaker Certificates
- Calendar of Events Listing (published in The Numismatist and on [www.money.org](http://www.money.org))
- ANA Logo use
- Club Midway Bourse Table
- Website Hosting

#### Plus access to these programs, services and credits

**Numismatic Diploma Program**  
★ \$399 for books and registration for club;  
\$100 per person

**Club Event & Meeting Mailings**  
★ Club pays postage, no charge for list use

**Meeting Room**  
★ Provided for a two-hour period at no charge on a space-available basis at ANA conventions (A/V costs additional)

**Dwight N. Manley Numismatic Library**  
★ Borrowing privileges on videos, slides, auction catalogs and books

**Bonus Bucks**  
★ Earned for recruiting new members and directory updates

**Dues Credit for ANA members**  
★ \$5 per active member toward annual club dues

**Club advertising reimbursement**  
★ \$25 per year



### CLUB CHOICE

ANA is introducing a third club level, **CLUB CHOICE**. Club Choice dues are set at a flat rate of \$15 per year. The rate of \$15 allows clubs to maintain official ANA Club status while choosing the benefits that best fit their individual club needs and activities and paying for those benefits as used. Clubs deciding to convert to Club Choice should notify the ANA in writing or convert on the dues payment form at time of renewal.

#### CLUB CHOICE benefits and rates:

The Numismatist (print version)	\$36/year
Club Directory Listing	Included
ANA Logo use	Included
Club Speaker Certificates	\$3 per certificate
Numismatic Diploma Program	\$399 per person
Website Hosting	\$126 annually
Club Event & Meeting Mailings	\$25, plus postage
Club Midway Bourse Table	Included
Bonus Bucks	Not applicable
Credit for ANA members	Not applicable
Coin Show Kits	\$15, plus shipping
Club Advertising Reimbursement	Not applicable
Dwight N. Manley Numismatic Library	Borrowing privileges on videos and slide sets only
Calendar of Events (plus link to The Numismatist and on <a href="http://www.money.org">www.money.org</a> )	\$10 per week listing
Meeting Room	Provided for a two-hour period at no charge on a space-available basis (A/V costs additional)

ANA CLUB MEMBERSHIP APPLICATION									
Club Type	1 Local	2 Regional	3 National	4 International	5 Virtual	6 Hybrid	7 Other	8 Unknown	9 Other
Club Name									
Club Address									
Club Phone									
Club Email									
Club Website									
Club Officers									
Club Members									
Club Description									
Club History									
Club Goals									
Club Activities									
Club Budget									
Club Contact									
Club Signature									
Club Stamp (COBWS)									

PLEASE INDICATE CLUB MEMBERSHIP CHOICE ON REVERSE SIDE

End of Attachment #2

ATTACHMENT #3  
Advertising Rates & Information

MEMBER

# The Numismatist

## 2012 Magazine Production - *Tentative Schedule*

Issue	DEADLINES			Magazine to Press	Online	Mailed
	Insertion Order	Not Camera Ready	Camera Ready			
Jan. 2012	Nov. 24	Nov. 24	Dec. 1	Dec. 9	Dec. 16	Dec. 21
Feb.	Dec. 27	Dec. 27	Jan. 4	Jan. 9	Jan. 16	Jan. 20
March	Jan. 27	Jan. 27	Feb. 1	Feb. 8	Feb. 15	Feb. 20
April	Feb. 20	Feb. 20	Feb. 27	March 8	March 15	March 20
May	March 27	March 27	April 2	April 9	April 16	April 23
June	April 24	April 24	May 1	May 8	May 15	May 22
July	May 25	May 25	June 1	June 8	June 15	June 22
Aug.	June 25	June 25	July 2	July 9	July 16	July 23
Sept.	July 26	July 26	Aug. 2	Aug. 9	Aug. 16	Aug. 23
Oct.	Aug. 24	Aug. 24	Aug. 31	Sept. 7	Sept. 14	Sept. 21
Nov.	Sept. 25	Sept. 25	Oct. 1	Oct. 8	Oct. 15	Oct. 22
Dec.	Oct. 26	Oct. 26	Nov. 2	Nov. 9	Nov. 16	Nov. 22

## ANA CONVENTIONS

### 2012 Convention Program - *Tentative Schedule*

Convention	Ad Deadline	To Press	Shipped
<b>Denver, CO</b> May 10-12 National Money Show	April 12	April 19	May 4
<b>Philadelphia, PA</b> August 7-11 World's Fair of Money	July 11	July 18	Aug. 2
<b>Dallas, TX</b> October 16-20 National Money Show	Sept. 20	Sept. 27	Oct. 12

**Contact:** David Truesdell, Advertising Sales Manager  
719-482-9847 dtruesdell@money.org fax: 719-634-4085

Attachment #3 continued on next page

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"	920	1336	893	1268	827	1202	781	1132
		<i>camera-ready discount price</i>							
		893	1297	867	1231	803	1167	758	1099
Two Thirds	Vert 4.81" x 9.87" Horiz 7.25" x 6.5"	608	880	575	836	547	793	516	747
		<i>camera-ready discount price</i>							
		590	854	558	812	531	770	501	725
Half	Vert 3.5" x 9.87" Horiz 7.25" x 4.81"	507	734	481	698	453	661	429	624
		<i>camera-ready discount price</i>							
		492	713	467	678	440	642	417	606
One Third	Vert 2.18" x 9.87" Square 4.81" x 4.81"	307	445	292	423	275	399	260	377
		<i>camera-ready discount price</i>							
		298	432	284	411	267	387	253	366
Quarter	Vert 3.5" x 4.81" Horiz 4.81" x 3.62"	277	402	264	385	250	361	235	343
		<i>camera-ready discount price</i>							
		260	390	256	374	243	351	228	333
Sixth	Vert 2.81" x 4.81" Horiz 4.81" x 2.37"	211	307	199	290	188	274	176	262
		<i>camera-ready discount price</i>							
		205	298	193	282	183	266	173	254
Twelfth	2.18" x 2.18"	152	222	145	209	139	199	130	188
		<i>camera-ready discount price</i>							
		148	216	141	203	135	193	126	183
<b>Cover Prices</b> IFC \$1361 IBC \$1305 OBC \$2520									
<b>WEBSITE: TheNumismatist.Online Hyperlink</b> 1 time run - \$150 3 or more times - \$125									
<b>SPECIFICATIONS</b> <b>Full-Page Bleed:</b> bleed dimensions - 8.50" x 11.25"; trim size 7.87" x 10.12"; working area - 7.25" x 9.87" <b>Two-Page Spread</b> dimensions: bleed size - 17" x 11.25"; trim size 16.50" x 10.75"; working area - 16" x 10.25"									
<b>CLASSIFIEDS</b> .45 cents per word with a \$12.50 minimum charge. 10% discount for ads that run three or more times with no changes.									

Attachment #3 continued on next page

# The Numismatist

## 2012 ADVERTISING RATES

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"	1336	1935	1270	1837	1201	1745	1133	1646
		<i>camera-ready discount price</i>							
		1297	1879	1233	1784	1166	1694	1100	1598
Two Thirds	Vert 4.81" x 9.87" Honz 7.25" x 6.5"	881	1277	834	1210	794	1151	750	1086
		<i>camera-ready discount price</i>							
		855	1240	810	1175	771	1118	728	1054
Half	Vert 3.5" x 9.87" Honz 7.25" x 4.81"	735	1064	742	1012	691	1002	661	960
		<i>camera-ready discount price</i>							
		714	1033	720	983	671	973	642	932
One Third	Vert 2.18" x 9.87" Square 4.81" x 4.81"	446	631	424	613	399	579	379	546
		<i>camera-ready discount price</i>							
		433	613	412	595	387	562	368	530
Quarter	Vert 3.5" x 4.81" Honz 4.81" x 3.62"	403	585	385	559	362	525	343	497
		<i>camera-ready discount price</i>							
		391	568	374	543	352	510	333	483
Sixth	Vert 2.41" x 4.81" Honz 4.81" x 2.37"	307	446	290	421	275	297	258	377
		<i>camera-ready discount price</i>							
		298	433	282	409	267	386	251	366
Twelfth	2.18" x 2.18"	221	322	210	304	202	290	188	275
		<i>camera-ready discount price</i>							
		215	313	204	295	196	282	183	267
<b>Cover Prices</b> IFC \$1767 IBC \$1722 OBC \$3327									
<b>WEBSITE: TheNumismatist.Online Hyperlink</b> 1 time run - \$150 3 or more times - \$125									
<b>SPECIFICATIONS</b> <b>Full-Page Bleed:</b> bleed dimensions - 8.50" x 11.25"; trim size 7.07" x 10.12"; working area - 7.25" x 9.07" <b>Two-Page Spread</b> dimensions: bleed size - 17" x 11.25"; trim size 16.50" x 10.75"; working area - 16" x 10.25"									
<b>CLASSIFIEDS</b> .45 cents per word with a \$12.50 minimum charge. 10% discount for ads that run three or more times with 10 changes.									

Attachment #3 continued on next page

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 28,000, and each issue is 104 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 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.

### 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.

### 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.

### BIND-IN CARDS

Contact the ANA Advertising Sales Manager, 719-482-9847.

### 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 the ANA's "Members Only" area of the ANA website ([www.money.org](http://www.money.org), under the "Membership" pulldown menu). 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 8 (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: [vwilliams@money.org](mailto:vwilliams@money.org) or [advertising@money.org](mailto:advertising@money.org).
- Compression: Mac format-Stuffit; PC format-Zip/tar files with BinHex translation
- CD

### Design Services:

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 notice seven weeks 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 45 cents per word with a \$12.50 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 hand-written 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](mailto:advertising@money.org)  
Fax: 719-434-4085

Advertising Sales Manager: David Truesdell • 719-482-9847  
E-mail: [dtruesdell@money.org](mailto:dtruesdell@money.org)

Advertising/Production Coordinator: Valene Williams • 719-482-9829  
E-mail: [vwilliams@money.org](mailto:vwilliams@money.org)

## ATTACHMENT #4

### Magazine Advertising Contract



#### — ADVERTISING CONTRACT— *The Numismatist*

818 North Cascade Avenue, Colorado Springs, CO 80903-3279  
Telephone: 719-632-2646 • Fax: 719-634-4085 • E-mail: advertising@money.org

The undersigned Advertiser, including the affiliated ANA Member, hereby applies to the American Numismatic Association (ANA) for advertising space in *The Numismatist* to the extent of \_\_\_\_\_ page(s) for \_\_\_\_\_ months, the first insertion to appear in the issue for the month of \_\_\_\_\_, 20\_\_\_\_, if available, or for the first available date thereafter. The Advertiser agrees to pay ANA at the rate for the space and number of months designated herein in effect at the time of the ANA's receipt and execution of this contract. If advertising terms are not specified by the Advertiser, ANA will continue the Advertiser's previous contract terms. The Advertiser will be on a consecutive monthly basis unless the Advertiser states otherwise.

The Advertiser shall check one of three advertising options listed below:

- ☐ Regular position. Placement of advertisement at sole discretion of the ANA.
- ☐ Preferred position. (Additional 20% above the rate for regular advertisers.) Placement of advertisement in the first third of the magazine, the specific placement to be made at the sole discretion of the ANA.
- ☐ Guaranteed position. (Full page only; additional 35% above the rate for regular advertisers.) Placement of advertisement in the following designated area, if available: \_\_\_\_\_.

The Advertiser and the affiliated ANA Member agree that such advertising is accepted by the ANA based on the following terms and conditions:

1) **Advertising Copy.** Advertising copy must be received by *The Numismatist* on or before the published deadline, approximately 5 to 6 weeks before the cover date of the issue in which such advertising is to be published. Advertising copy may be changed each month if desired. The Advertiser authorizes the ANA to run the prior month's advertisement if no change order or new advertisement is provided the ANA by the published deadline. All camera-ready advertising must include the name and ANA number of the affiliated ANA Member.

2) **Space Reservation and Rates.** The Advertiser may apply for an increased unit(s) of space, subject to availability as determined by the ANA; the increased or additional unit(s) shall be restricted in size to what is currently appearing in *The Numismatist*. The Advertiser and/or the affiliated ANA Member shall pay the applicable rate(s) in effect on the date of the ANA's receipt of such application. The Advertiser may not utilize space in *The Numismatist* for less than the contracted number of issues without the written approval of the ANA. In the event that the ANA grants such approval and in the event that the rate applicable to the utilized number of issues is higher per issue than the rate for the contracted number of issues, the Advertiser and the affiliated ANA Member will pay the ANA the rate difference for each issue utilized.

3) **Right to Edit, Decline or Cancel.** The Publisher reserves the right to edit any advertising copy, decline any particular advertisement, or cancel this contract in its entirety at his sole discretion, and the Advertiser and the affiliated ANA Member release the ANA, its officers, Board members and employees from any liability for doing so, provided, however, that in the case of cancellation, the ANA will refund any unearned advance payments received from the Advertiser. The Advertiser and the affiliated ANA Member agree to indemnify and hold the ANA harmless for any liabilities or costs, including legal fees, incurred by the ANA as a result of the Advertiser's advertisements in *The Numismatist*.

4) **Duration.** In the event that the within contract provides for advertising space for twelve (12) successive monthly issues of *The Numismatist*, this contract shall remain in effect after the publication thereof for each subsequent monthly issue, subject to termination by either party hereto thereafter mailing a written notice to the other party hereto setting forth a termination date therein at least thirty (30) days subsequent to the date of the mailing of said notice. This contract will be deemed terminated as of such termination date except for any advertisement for which work has been commenced prior to the ANA's receipt of said notice and except for the payment of any amount owing to the ANA hereunder. The Advertiser and/or the affiliated ANA Member will pay the ANA any increased rates that may be in effect for the thirteenth and subsequent issues.

5) **Payment.** Full payment shall be made by the end of the calendar month in which said advertisement appears. The Advertiser and the affiliated ANA Member shall pay a service fee to the ANA on any delinquent indebtedness at the rate of 1.5% per month and shall reimburse the ANA for reasonable legal fees paid or incurred by the ANA in collecting any delinquent amount. The Advertiser and the affiliated ANA Member acknowledge and agree that failure to pay any indebtedness to the ANA may result in membership sanctions. The Advertiser and the affiliated ANA Member shall be jointly and severally liable for the full payment of all advertising pursuant to this contract. In the event that the affiliated ANA Member leaves the employment of the Advertiser, the affiliated ANA Member shall continue to be liable for all such advertising that has been contracted for and is scheduled to be printed, unless such Member provides the ANA with written notice that he or she is no longer associated with the Advertiser and the ANA consents in writing to release the Member from payment for such future advertising liability.

6) **Agency Agreement.** The Advertiser and the affiliated ANA Member designate \_\_\_\_\_ as their Agent to contract with the ANA for advertising space in *The Numismatist*. The Agent is authorized to place advertising copy in *The Numismatist* on behalf of the Advertiser. Commission arrangements for the Agent are between the Advertiser and the Agent, but the Advertiser and the affiliated ANA Member are responsible for payment of all advertisements placed in *The Numismatist* in accordance with the terms of this Agreement.

7) **Litigation.** In any litigation instituted by the Advertiser under this contract, the liability of the ANA, its officers, board members and employees shall be limited to the amount paid by the Advertiser to the ANA during the term of this contract.

Attachment #4 continued on next page

8) **Enforcement.** This contract shall be construed and enforced in accordance with the laws of the State of Colorado. Any court proceedings instituted under this contract shall be commenced and maintained only in a court of competent jurisdiction in El Paso County, Colorado, or in the United States District Court that presently sits in Denver, Colorado. Service of process and pleadings in any such proceedings may be made outside the State of Colorado in any manner permitted by the laws of that state.

9) **Codes of Ethics.** The Advertiser and the affiliated ANA Member agree to comply with the ANA Codes of Ethics, as announced from time to time and posted at [www.money.org](http://www.money.org); to comply with all advertising requirements as outlined in published advertising rules and procedures; and to include the affiliated ANA Member's name and ANA number on all advertisements in *The Numismatist*.

This contract shall be valid only when signed by the Advertiser and the affiliated ANA Member, and signed on behalf of the ANA.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

ADVERTISER/COMPANY NAME \_\_\_\_\_ By \_\_\_\_\_  
PLEASE PRINT NAME OF SUBMITTER

STATE OF INCORPORATION (if applicable) \_\_\_\_\_ EIN \_\_\_\_\_

AFFILIATED ANA MEMBER (name and ANA number required for publication in advertisement):

\_\_\_\_\_  
PRINT NAME ANA No. \_\_\_\_\_ Signature \_\_\_\_\_

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

AMERICAN NUMISMATIC ASSOCIATION By \_\_\_\_\_

12/2011

End of Attachment #4



## ATTACHMENT #5

### Website Advertising Contract



#### — ADVERTISING CONTRACT—

ANA Website ([www.money.org](http://www.money.org))

818 North Cascade Avenue, Colorado Springs, CO 80903-3279

Telephone: 719-632-2646 • Fax: 719-634-4085 • E-mail: [advertising@money.org](mailto:advertising@money.org)

The undersigned Advertiser, including the affiliated ANA Member, hereby applies to the American Numismatic Association (ANA) for advertising space on the ANA website to the extent of \_\_\_\_\_ ad(s) for \_\_\_\_\_ months, beginning in the month of \_\_\_\_\_, 20\_\_\_\_, if available, or for the first available date thereafter. The Advertiser agrees to pay ANA at the rate for the space and number of months designated herein in effect at the time of the ANA's receipt and execution of this contract. If advertising terms are not specified by the Advertiser, ANA will continue the Advertiser's previous contract terms. The Advertiser will be on a consecutive monthly basis unless the Advertiser states otherwise.

The Advertiser shall check one or more advertising options listed below:

☐ Banner advertisement      ☐ Box advertisement

The Advertiser and the affiliated ANA Member agree that such advertising is accepted by the ANA based on the following terms and conditions:

- 1) **Advertising Copy.** Advertising copy must be received by the ANA Marketing Department on or before the negotiated deadline. Advertising copy may be changed each month if desired. The Advertiser authorizes the ANA to run the prior month's advertisement if no change order or new advertisement is provided the ANA by the published deadline. All camera-ready advertising must include the name and ANA number of the affiliated ANA Member.
- 2) **Space Reservation and Rates.** The Advertiser may apply for an increased unit(s) of space, subject to availability as determined by the ANA; the increased or additional unit(s) shall be restricted in size to what is currently appearing on the ANA website. The Advertiser and/or the affiliated ANA Member shall pay the applicable rate(s) in effect on the date of the ANA's receipt of such application. The Advertiser may not utilize space for less than contracted without the written approval of the ANA. In the event that the ANA grants such approval and in the event that the rate applicable to the utilized number of insertions is higher than the rate for the contracted number of insertions, the Advertiser and the affiliated ANA Member will pay the ANA the rate difference for each insertion.
- 3) **Right to Edit, Decline or Cancel.** The Publisher reserves the right to edit any advertising copy, decline any particular advertisement, or cancel this contract in its entirety at his sole discretion, and the Advertiser and the affiliated ANA Member release the ANA, its officers, board members and employees from any liability for doing so, provided, however, that in the case of cancellation, the ANA will refund any unearned advance payments received from the Advertiser. The Advertiser and the affiliated ANA Member agree to indemnify and hold the ANA harmless for any liabilities or costs, including legal fees, incurred by the ANA as a result of the Advertiser's advertisements.
- 4) **Duration.** In the event that the within contract provides for advertising space for twelve (12) successive months, this contract shall remain in effect after the publication thereof for each subsequent month, subject to termination by either party hereto thereafter mailing a written notice to the other party hereto setting forth a termination date therein at least thirty (30) days subsequent to the date of the mailing of said notice. This contract will be deemed terminated as of such termination date except for any advertisement for which work has been commenced prior to the ANA's receipt of said notice and except for the payment of any amount owing to the ANA hereunder. The Advertiser and/or the affiliated ANA Member will pay the ANA any increased rates that may be in effect for the thirteenth and subsequent months.
- 5) **Payment.** Full payment shall be made by the end of the calendar month in which said advertisement appears. The Advertiser and the affiliated ANA Member shall pay a service fee to the ANA on any delinquent indebtedness at the rate of 1.5% per month and shall reimburse the ANA for reasonable legal fees paid or incurred by the ANA in collecting any delinquent amount. The Advertiser and the affiliated ANA Member acknowledge and agree that failure to pay any indebtedness to the ANA may result in membership sanctions. The Advertiser and the affiliated ANA Member shall be jointly and severally liable for the full payment of all advertising pursuant to this contract. In the event that the affiliated ANA Member leaves the employment of the Advertiser, the affiliated ANA Member shall continue to be liable for all such advertising that has been contracted for and is scheduled to be printed, unless such Member provides the ANA with written notice that he or she is no longer associated with the Advertiser and the ANA consents in writing to release the Member from payment for such future advertising liability.
- 6) **Agency Agreement.** The Advertiser and the affiliated ANA Member designate \_\_\_\_\_ as their Agent to contract with the ANA for advertising space on the ANA website. The Agent is authorized to place advertising on behalf of the Advertiser. Commission arrangements for the Agent are between the Advertiser and the Agent, but the Advertiser and the affiliated ANA Member are responsible for payment of all advertisements placed on the ANA website in accordance with the terms of this Agreement.
- 7) **Litigation.** In any litigation instituted by the Advertiser under this contract, the liability of the ANA, its officers, board members and employees shall be limited to the amount paid by the Advertiser to the ANA during the term of this contract.
- 8) **Enforcement.** This contract shall be construed and enforced in accordance with the laws of the State of Colorado. Any court proceedings instituted under this contract shall be commenced and maintained only in a court of competent jurisdiction in El Paso County, Colorado, or in the United States District Court that presently sits in Denver, Colorado. Service of process and pleadings in any such proceedings may be made outside the State of Colorado in any manner permitted by the laws of that state.
- 9) **Codes of Ethics.** The Advertiser and the affiliated ANA Member agree to comply with the ANA Codes of Ethics, as announced from time to time and posted at [www.money.org](http://www.money.org); to comply with all advertising requirements; and to include the affiliated ANA Member's name and ANA number on all advertisements on the ANA website.

Attachment #5 continued on next page.

This contract shall be valid only when signed by the Advertiser and the affiliated ANA Member, and signed on behalf of the ANA.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_.

ADVERTISER/COMPANY NAME \_\_\_\_\_ By \_\_\_\_\_  
PLEASE PRINT NAME OF SUBMITTER

STATE OF INCORPORATION (if applicable) \_\_\_\_\_ EIN \_\_\_\_\_

AFFILIATED ANA MEMBER (name and ANA number required for publication in advertisement):

\_\_\_\_\_  
PRINT NAME ANA No. \_\_\_\_\_ Signature \_\_\_\_\_

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_.

AMERICAN NUMISMATIC ASSOCIATION By \_\_\_\_\_

12/2011

End of Attachment #5

## ATTACHMENT #6

### Sponsorship Contracts



## CONVENTION SPONSOR APPLICATION PRIME SPONSORSHIP

**National Money Show • Dallas, TX • October 18-20, 2012**

GROW THE HOBBY BUILD YOUR BUSINESS SUPPORT THE ANA

In October 2012, Dallas will provide a wonderful welcome for coin-lovers from around the country at the ANA National Money Show. The fall convention will attract more than 500 dealers; special exhibits from the Edward C. Rochette Money Museum; a world-class auction; and three days packed with educational programs, tours and special events. Thousands of numismatists and coin-lovers are expected to attend this special event.

Don't miss your chance to build your brand, reach thousands of potential customers and support the growth of the hobby. Contact Sales and Sponsorship Manager David Truesdell today at 719.482.9847 or e-mail, [dtruesdell@money.org](mailto:dtruesdell@money.org). Ask about our customized sponsorship programs!

### PRIME SPONSOR OPPORTUNITIES

Registration & Prize Drawing .....	\$5,000
Internet Cafe .....	\$5,000
Dealer Cocktail Party .....	Call for quote
Pre-Show Kick-off Event .....	Call for quote
Aisle Signage .....	\$3,000
Exhibit Area .....	\$3,000
The Rest Stop Area .....	\$3,000
Vendors/Badges .....	\$3,000
YN Treasure Trivia .....	\$3,000
Message and Business Center .....	\$2,500
<b>NEW!</b> Cash Cube .....	\$2,000
Color-coded Bourse Map .....	\$2,000
Destination Education Post-Convention Seminar .....	\$2,000
Floor Pages (3 days) .....	\$2,000
Girl & Boy Scout Clinics .....	\$2,000
Guided Bourse Tour/Coin Collecting 101 .....	\$2,000
Informational Big Screen TV .....	\$2,000
Join a Local Coin Club .....	\$2,000
Kids Zone .....	\$2,000
The Meeting Place .....	\$2,000
Mobile Apps Program <b>NEW!</b> .....	\$2,000
Numismatic Theatre .....	\$2,000
Pre-Convention Seminars .....	\$2,000
ANA shows Text Club Program <b>NEW!</b> .....	\$1,500
Meeting Rooms .....	\$1,000
National MoneyShow.com Banner Ad .....	\$250

### PRIME SPONSOR BENEFITS

- ★ Company name on entrance signage and, as appropriate, at other show locations
- ★ Highlighted Convention Program listing with booth number
- ★ Recognition in ANA sponsorship press release
- ★ Listing in convention program as a Convention Sponsor
- ★ Highlighted logo and booth number on entrance bourse map
- ★ \$100 credit toward a full-page convention program ad
- ★ Convention appreciation ribbons for all staff
- ★ Credit of 1 star per \$500 of support

- ★ Pre-Convention seminars sponsorship includes free lunch for two students of sponsor's choice

**Company Name:**

Signature and title of sponsor, not to be signed by agent

**Address:**

**Phone Number:**

**E-mail:**

### METHOD OF PAYMENT

- ☐ Check Make check payable to ANA and mail to ANA  
☐ Money Order Mail money to ANA  
☐ Credit Card (select one):  
     ☐ MasterCard   ☐ Visa  
     ☐ American Express   ☐ Discover

Name on Card

Card Number

Exp. Date

Signature

Visa/Amex

Send completed form to:  
ANA Sponsorship Program  
818 N. Cascade Ave.  
Colorado Springs,  
CO 80903-3279  
or by fax:  
719-634-4085

AMERICAN  
**NUMISMATIC**  
ASSOCIATION

818 North Cascade Avenue, Colorado Springs, Colorado 80903-3279  
719.632.2646 800.367.9723 Fax: 719.634.4085  
Website: [www.money.org](http://www.money.org)

Attachment #6 continues on next page

CONVENTION SPONSOR APPLICATION  
TITLE SPONSORSHIP

National Money Show • Dallas, TX • October 18-20, 2012

GROW THE HOBBY    BUILD YOUR BUSINESS    SUPPORT THE ANA

In May 2012, Dallas will provide a wonderful welcome for coin-lovers from around the country at the ANA National Money Show. The spring convention will attract more than 500 dealers; special exhibits from the Edward C. Rochette Money Museum; a world-class auction; and three days packed with educational programs, tours and special events. Thousands of numismatists and coin-lovers are expected to attend this special event.

Don't miss your chance to build your brand, reach thousands of potential customers and support the growth of the hobby. Contact Sales and Sponsorship Manager David Truesdell today at 719.632.9847 or e-mail, [dtruesdell@money.org](mailto:dtruesdell@money.org).

## TITLE SPONSOR BENEFITS

## \$7,500 investment

- Company name and logo on main convention welcome banner; entrance signs and convention registration bag;
- Company promotional item in registration bag;
- Highlighted promotion on [NationalMoneyShow.com](http://NationalMoneyShow.com)
- Banner ad on [NationalMoneyShow.com](http://NationalMoneyShow.com) convention page
- Free full-page displayed in convention program
- Highlighted convention program listing with booth number
- Recognition in ANA sponsorship press release
- Convention appreciation ribbons for booth personnel
- Free listing in convention program dealer-specialty index
- Listing in convention program as a supporter/sponsor
- Credit of 13 stars
- (2) box lunches delivered to your booth every day

Upgrade to \$10,000  
and receive:

- 5 additional stars
- Convention Theater opportunity

Company Name

(this will be the name that appears on signage and in program)

Address

Phone Number

E-mail

## METHOD OF PAYMENT

- ☐ Check      Make check or money order payable to American Numismatic Association
- ☐ Money Order      [www.money.org](http://www.money.org)
- ☐ Credit Card (select one)
- ☐ MasterCard      ☐ Visa      ☐ American Express      ☐ Discover

Pay on Card

Card Number

Exp. Date

V-Code

Signature

☐ [www.money.org](http://www.money.org)

Send completed form to:  
ANA Sponsorship Program,  
818 N. Cascade Ave.  
Colorado Springs,  
CO 80903-3279,  
or by fax,  
719.634.4085.

AMERICAN  
NUMISMATIC  
ASSOCIATION

818 North Cascade Avenue, Colorado Springs, Colorado 80903-3279  
719.632.2646 | 800.367.9723 | Fax: 719.634.4085  
Website: [www.money.org](http://www.money.org)

Attachment #6 continues on next page

## CONVENTION SPONSOR APPLICATION

### PRIME SPONSORSHIP

**World's Fair of Money • Philadelphia, PA • August 7-11, 2012**

GROW THE HOBBY    BUILD YOUR BUSINESS    SUPPORT THE ANA

For five days in August 2012, Philadelphia will be the center of the numismatic world. The greatest coin show on earth will feature 1,100 dealers, exhibits displaying some of the most valued rarities in numismatics, mints from around the world, a world-class auction, seven days of seminars and educational programming, plus tours and special events – including the annual convention banquet.

**Don't miss your chance to build your brand, reach thousands of potential customers and support the growth of the hobby. Contact Sales and Sponsorship Manager David Truesdell today at 719.487.9847 or e-mail, [dtruesdell@money.org](mailto:dtruesdell@money.org). Ask about our customized sponsorship programs!**

#### PRIME SPONSOR OPPORTUNITIES

Registration & Prize Drawing.....	\$9,000
Internet Cafe. . . . .	\$9,000
Pre-Show Kick-Off Event.....	\$5,000
Museum Showcase . . . . .	\$5,000
Wholesaler/Bidger.....	\$5,000
Dealer Cocktail Party.....	Call for quote
Aisle Signage with QR Code Link <b>NEW!</b> .....	\$3,000
Exhibit Area . . . . .	\$3,000
Guided Bourse Tour/Coin Collecting 101.....	\$3,000
Informational Big Screen TV . . . . .	\$3,000
Message & Business Center.....	\$3,000
The Rest Stop Area . . . . .	\$3,000
YN Treasure Trail.....	\$3,000
Floor Pages (5 days) . . . . .	\$2,500
Large Color-Coded Bourse Map . . . . .	\$2,500
The Meeting Place . . . . .	\$2,500
Numismatic Theatre . . . . .	\$2,500
ANA Awards Banquet . . . . .	\$2,000
ANA Membership Reception . . . . .	\$2,000
<b>NEW!</b> Cash Cube . . . . .	\$2,000
Girl & Boy Scout Clinics . . . . .	\$2,000
Kids Zone. . . . .	\$2,000
Mobile App Program <b>NEW!</b> .....	\$2,000
Outdoor Signage. . . . .	\$2,000
Support a Local Coin Club . . . . .	\$2,000
ANAShow's Text Club Program <b>NEW!</b> .....	\$1,500
Pre-Convention Clubhouse.....	\$2,000
Event Marketing . . . . .	\$1,000
Meeting Rooms . . . . .	\$1,000
World Mint Theatre . . . . .	\$1,000
World's Fair of Money banner.....	\$500

#### PRIME SPONSOR BENEFITS

- ★ Company name on entrance sign posted as appropriate at other show locations
  - ★ Recognition in ANA sponsorship press release
  - ★ Listing in convention program as a Convention Sponsor
  - ★ Highlighted Convention Program listing with booth number
  - ★ Highlighted logo and booth number on entrance bourse map
  - ★ \$100 credit toward a full-page advertisement program ad
  - ★ Convention appreciation ribbons for all staff
  - ★ Credit of 1 star per \$500 of support
- \* Pre-Convention seminar sponsorship includes free lunch for two students of sponsor's choice

Sponsorship application form on page 2.



Attachment #6 continues on next page

# CONVENTION SPONSOR APPLICATION

## PRIME SPONSORSHIP

**World's Fair of Money • Philadelphia, PA • August 17-11, 2012**

**Company Name**

(to you, what it is to appear on a badge and in program)

**Address**

**Phone Number**

**E-mail**

**METHOD OF PAYMENT**

- ☐ Check Please check if money order payable to the American Numismatic Association
- ☐ Money Order
- ☐ Credit Card (select one)
  - ☐ MasterCard    ☐ Visa
  - ☐ American Express    ☐ Discover

**Name on Card**

**Card Number**

**Exp. Date**

**CV-Code**

**Signature**

Print name and title

Send completed form to:  
ANA Sponsorship Program,  
818 N. Cascade Ave.  
Colorado Springs,  
CO 80903-3279  
or by fax,  
719-634-4085.

AMERICAN  
**NUMISMATIC**  
ASSOCIATION

818 North Cascade Avenue, Colorado Springs, Colorado 80903-3279  
719.632.2646 | 800.367.7723 Fax. 719.634.4085  
Website: [www.money.org](http://www.money.org)

Attachment #6 continues on next page

**CONVENTION SPONSOR APPLICATION  
TITLE SPONSORSHIP****World's Fair of Money • Philadelphia, PA • August 7-11, 2012****GROW THE HOBBY    BUILD YOUR BUSINESS    SUPPORT THE ANA**

For five days in August 2012, Philadelphia will be the center of the numismatic world. The greatest coin show on earth will feature 1,100 dealers, exhibits displaying some of the most valued rarities in numismatics, mints from around the world, a world-class auction, seven days of seminars and educational programming, plus tours and special events – including the annual convention banquet.

**Don't miss your chance to build your brand, reach thousands of potential customers and support the growth of the hobby. Contact Sales and Sponsorship Manager David Truesdell today at 719.482.9847 or e-mail, [dtruesdell@money.org](mailto:dtruesdell@money.org). Ask about our customized sponsorships programs!**

**TITLE SPONSOR BENEFITS****\$10,000 investment**

- Company name and logo on main convention welcome banner, entrance signs and convention registration bags
- Company promotional card in registration bags
- Highlighted promotion on ANA website
- Free full-page color display ad in convention program
- Highlighted convention program listing with booth number
- Recognition in ANA sponsorship press release
- Free banner ad on [WorldsFairOfMoney.com](http://WorldsFairOfMoney.com)
- Listing in convention program as a Title Sponsor
- 3 free listings in dealer-specialty index
- Convention appreciation notebook for all staff
- Credit of 20 stars
- (2) box lunches delivered to your booth every day

**Upgrade to \$15,000  
and receive:**

- 10 additional stars
- Convention Theatre opportunity
- Corporate table and recognition at ANA Awards Banquet

**Company Name**

(please write in no greater than 4 space and no program)

**Address****Phone Number****E-mail****METHOD OF PAYMENT**

- ☐ **Check**      Make check or money order payable to American Numismatic Association  
☐ **Money Order**  
☐ **Credit Card (select one)**  
     ☐ MasterCard      ☐ Visa  
     ☐ American Express      ☐ Discover

Put this on Card

Card # and exp

Exp. Date

Signature

V-Code

Name (print name)

Send completed form to:  
ANA Sponsorship Program  
818 N. Cascade Ave.  
Colorado Springs, CO 80903-3279  
or by fax:  
719-634-4085

AMERICAN  
**NUMISMATIC**  
ASSOCIATION

818 North Cascade Avenue, Colorado Springs, Colorado 80903-3279  
719.632.2646 | 800.367.9723 | Fax: 719.634.4085  
Website: [www.money.org](http://www.money.org)

Attachment #6 continues on next page



## CONVENTION SPONSOR APPLICATION

### MINT PROMENADE SPONSORSHIP

World's Fair of Money • Philadelphia, PA • August 7-11, 2012

GROW THE HOBBY    BUILD YOUR BUSINESS    SUPPORT THE ANA

For five days in August 2012, Philadelphia will be the center of the numismatic world. And the first thing that the thousands of people who visit the show will see is the Mint Promenade – featuring colorful booths and numismatic products presented by mints from around the world. It's the place where everyone gathers to learn more about money from other nations.

Sponsors of the Mint Promenade gain instant visibility and brand recognition. Don't miss your chance to reach thousands of potential customers and support the growth of the hobby. Contact Sales and Sponsorship Manager David Truesdell today at 719.492.9847 or e-mail, [dtruesdell@money.org](mailto:dtruesdell@money.org). **Ask about our customized sponsorships programs!**

#### MINT PROMENADE SPONSOR BENEFITS

##### **\$10,000 Investment**

- Company name and logo on Mint Promenade welcome banner, entrance signs and convention registration bags
- Company promotional items in registration bags
- Free full-page color ad in Mint Passport made available to all attendees
- Highlighted promotion on ANA website
- Free full-page display ad in convention program
- Highlighted convention program listing with booth number
- Recognition in ANA sponsorship press release
- Free banner ad on WorldFairOfMoney.com
- Listing in convention program as a supporter/patron
- Free listing in dealer-specialty index
- Convention appreciation robots for all staff
- Credit of 20 stars
- (2) box lunches delivered to your booth every day

##### **Upgrade to \$15,000 and receive:**

- 10 additional stars
- Corporate table and recognition at ANA Awards Banquet
- Convention Theatre opportunity

**Company Name**

(as you wish it to appear on signage and in program)

**Address**

**Phone Number**

**E-mail**

#### **METHOD OF PAYMENT**

- ☐ Check Make payable to: American Numismatic Association
- ☐ Money Order
- ☐ Credit Card (select one):
- ☐ MasterCard    ☐ Visa
- ☐ American Express    ☐ Discover

**Put this on Card**

**Card Number**

**Exp. Date**

**Signature**

**Y-Code**

Print name and title

Send completed form to:  
ANA Sponsorship Program,  
818 N. Cascade Ave.  
Colorado Springs,  
CO 80903-3279,  
or by fax,  
719-634-0085.

AMERICAN  
**NUMISMATIC**  
ASSOCIATION

818 North Cascade Avenue, Colorado Springs, Colorado 80903-3279  
719.632.2646 | 800.367.9723 Fax: 719.634.4085  
Website: [www.money.org](http://www.money.org)

Attachment #6 continues on next page

## SUMMER SEMINAR SPONSOR APPLICATION PRIME SPONSORSHIP

2012 Summer Seminar • Colorado Springs, CO • June 23-July 6, 2012

Beginning June 23 thru July 6 Colorado Springs will provide a wonderful welcome for coin-lovers from around the country at the ANA 2012 Summer Seminar. Now celebrating its 47th year, Summer Seminar will feature a line-up of classes that fit every collector's hobby needs. More than 350 students and instructors are expected to attend one or both sessions. This year's Summer Seminar will feature 32 in-depth numismatic courses, 15 mini-seminars, Mini-Mint demonstrations, the annual book sale, optional tours, the always popular YN Auction and some of the most highly respected instructors in numismatics.

**This is your chance to build your brand, reach hundreds of numismatic enthusiasts and help support the growth of the hobby. Become a 2012 Summer Sponsor now! Call Sales and Sponsorship Manager David Trussdell today!**

### 2012 SUMMER SEMINAR SPONSOR OPPORTUNITIES

- **Portfolio Bags** ..... \$1,500  
Logo imprinted on bags, sponsors can place promotional materials in all welcome packets and will be acknowledged at the banquet.
- **Reception Room** ..... \$1,300  
Signage and recognition at the banquet.
- **Banquet Tables (20 available)** ..... \$300  
Includes table tent signage, 2 tickets and acknowledgement at the banquet.
- **Pre-banquet Reception** ..... \$500  
Logo on cocktail napkins, table tents and signage.
- **The YN Auction** ..... Per session: \$500  
Includes signage at the auction, logo on auction catalog and logo on auction paddles.
- **The Course Bourse** ..... \$250  
Includes signage in the course bourse.
- **The Book Sale** ..... \$250  
Includes special signage in the library and in the conference room.
- **Golf Carts** ..... Per cart: \$250  
Includes your logo on side of cart and on the steering wheel.
- **YN Tours (50-60 available)** ..... Per YN: \$50  
Sponsors would be allowed to place promotional materials in all YN welcome packets and acknowledgement at the banquet.
- **Instructors Receptions** ..... Per reception: \$250  
Includes logos on napkins, table tents on each table and recognition during the reception.

### ADDITIONAL SPONSOR BENEFITS

- ★ One star per \$1,000
- ★ Sponsor press release
- ★ Listing in The Numismatist as a sponsor
- ★ Listing on [www.money.org](http://www.money.org) Summer Seminar link as a sponsor
- ★ One promotional insert in the student welcome packs

Company Name:

(to be printed in spaces on separate sheet)

Address

Phone Number

E-mail

#### METHOD OF PAYMENT

- ☐ Check Make check payable to American Numismatic Association
- ☐ Money Order
- ☐ Credit Card (select one)
  - ☐ MasterCard ☐ Visa
  - ☐ American Express ☐ Discover

Name on Card

Card Number

Exp. Date

V-Code\*

Signature

(to be printed on separate sheet)

Send completed form to:  
ANA Sponsorship Program,  
318 N. Cascade Ave.  
Colorado Springs,  
CO 80903-3378;  
or by fax,  
719-434-4885.

AMERICAN  
NUMISMATIC  
ASSOCIATION

For more information, call 719-632-2616 or 800-367-9723 Fax: 719-634-4085  
Website: [www.money.org](http://www.money.org)

Attachment #6 continues on next page

## SUMMER SEMINAR SPONSOR APPLICATION TITLE SPONSORSHIP

2012 Summer Seminar - Colorado Springs, CO - June 23-July 6, 2012

Beginning June 23 thru July 6 Colorado Springs will provide a wonderful welcome for coin-lovers from around the country at the ANA 2012 Summer Seminar. Now celebrating its 11th year, Summer Seminar will feature a line-up of classes that fit every collector's hobby needs. More than 350 students and instructors are expected to attend one or both sessions. This year's Summer Seminar will feature 32 in-depth numismatic courses, 15 mini seminars, Mini-Mint demonstrations, the annual book sale, optional tours, the always popular YN Auction and some of the most highly respected instructors in numismatics.

**This is your chance to build your brand, reach hundreds of numismatic enthusiasts and help support the growth of the hobby. Become a 2012 Summer Sponsor now! Call Sales and Sponsorship Manager David Truesdell today!**

- **Title Sponsor** ..... **\$5,000**  
includes logos on the welcome banner, signage at headquarters, logos on cocktail napkins and table tents, recognition as a title sponsor during the banquets, a promotional insert in the student welcome packs, one banner ad on [www.money.org](http://www.money.org) for one month, a guided tour of the ANA vault and a commemorative plaque displayed in your honor at ANA headquarters.

### ADDITIONAL SPONSOR BENEFITS

- ✱ One star per \$1,000
- ✱ Sponsor press release
- ✱ Listing in *The Numismatist* as a sponsor
- ✱ Listing on [www.money.org](http://www.money.org) Summer Seminar link as a sponsor
- ✱ One promotional insert in the student welcome packs

**Company Name**

(We print this on the application package with the program)

**Address**

**Phone Number**

**E-mail**

### METHOD OF PAYMENT

- ☐ **Check** (Make check payable to American Numismatic Association)
- ☐ **Money Order**
- ☐ **Credit Card (select one):**
  - ☐ MasterCard ☐ Visa
  - ☐ American Express ☐ Discover

**Pay to the Order of**

**Card Number**

**Exp. Date**

**Y-Cards**

**Signature**

**Print Name (Last, First, Middle)**

Send completed form to:  
ANA Sponsorship Program  
818 N. Cascade Ave.  
Colorado Springs, CO 80905-3379  
or by fax: 719-634-4085.