

The Numismatist

2014 Magazine Production - *Tentative Schedule*

Issue	DEADLINES			Magazine to Press	Online	Mailed
	Insertion Order	Not Camera Ready	Camera Ready			
Jan 2014	Nov 27	Nov 27	Dec 3	Dec 12	Dec 17	Dec 26
Feb	Dec 27	Dec 27	Jan 3	Jan 10	Jan 17	Jan 21
Mar	Jan 24	Jan 24	Feb 3	Feb 10	Feb 17	Feb 21
Apr	Feb 25	Feb 25	Mar 4	Mar 11	Mar 18	Mar 21
May	Mar 27	Mar 27	Apr 3	Apr 10	Apr 17	Apr 23
Jun	Apr 25	Apr 25	May 2	May 9	May 16	May 23
Jul	May 23	May 23	Jun 3	Jun 10	Jun 17	Jun 20
Aug	Jun 25	Jun 25	Jul 2	Jul 9	Jul 16	Jul 22
Sep	Jul 25	Jul 25	Aug 1	Aug 11	Aug 15	Aug 22
Oct	Aug 26	Aug 26	Sep 3	Sep 10	Sep 17	Sep 23
Nov	Sep 25	Sep 25	Oct 3	Oct 10	Oct 17	Oct 23
Dec	Oct 24	Oct 24	Nov 3	Nov 10	Nov 14	Nov 21

ANA CONVENTIONS

2014 Convention Program - *Tentative Schedule*

Convention	Ad Deadline	To Press	Shipped
Atlanta, GA <i>February 27 - March 1</i> National Money Show	Jan 20	Jan 28	Feb 12
Chicago, IL <i>August 5 - 9</i> World's Fair of Money World's Fair of Money	Jun 18	Jun 30	Jul 15

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

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"	1417	2053	1447	1949	1274	1851	1202	1746
		<i>camera-ready discount price</i>							
		1376	1993	1308	1892	1237	1797	1167	1695
Two Thirds	Vert 4.81" x 9.87" Horiz 7.25" x 6.5"	934	1354	885	1283	843	1221	795	1152
		<i>camera-ready discount price</i>							
		907	1315	859	1246	818	1185	772	1118
Half	Vert 3.5" x 9.87" Horiz 7.25" x 4.81"	780	1129	787	1073	733	1063	701	1019
		<i>camera-ready discount price</i>							
		757	1096	764	1042	712	1032	681	989
One Third	Vert 2.18" x 9.87" Square 4.81" x 4.81"	473	670	450	650	423	614	402	579
		<i>camera-ready discount price</i>							
		459	650	437	631	411	596	390	562
Quarter	Vert 3.5" x 4.81" Horiz 4.81" x 3.62"	427	632	408	593	384	557	364	527
		<i>camera-ready discount price</i>							
		415	602	396	576	373	541	353	512
Sixth	Vert 2.81" x 4.81" Horiz 4.81" x 2.37"	325	473	308	447	292	315	274	400
		<i>camera-ready discount price</i>							
		316	459	299	434	283	306	266	388
Twelfth	2.097" x 2.237"	235	342	223	322	214	308	200	292
		<i>camera-ready discount price</i>							
		228	332	216	313	208	299	194	283

Cover Prices

IFC	\$1907
IBC	\$1827
OBC	\$3530

WEBSITE: TheNumismatist.Online Hyperlink

1 time run - \$155 3 or more times - \$129

SPECIFICATIONS**Full-Page Bleed:** bleed dimensions - 8.50" x 11.25"; trim size 7.87" x 10.12"; working area - 7.25" x 9.87"**Two-Page Spread** dimensions: bleed size - 17" x 11.25"; trim size 16.50" x 10.75"; working area - 16" x 10.25"**CLASSIFIEDS**

.46 cents per word with a \$13 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 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, 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: bscott@money.org or advertising@money.org. Compression: Mac format–Stuffit; PC format–Ziplt.zip 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
Fax: 719-634-4085

Advertising Sales Manager: David Truesdell • 719-482-9847
E-mail: dtruesdell@money.org

Advertising/Production Coordinator: Ben Scott • 719-482-9877
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