

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

THE Numismatist

Print/Digital Advertising Rates & Size Guidelines



***15% increase for non-numismatic companies**

FULL 7.37" x 9.77" or full page bleed- 9.375" x 11.8875"
(trim size: 8.375" x 10.975", working area: 7.37" x 9.77")

Have the ANA design your ad!
(Two revisions max)

	1 Month	3 Months	6 Months	12 Months
	\$2,367	\$2,246	\$2,130	\$2,004
	\$1,998	\$1,897	\$1,798	\$1,695

Print ready discount

TWO THIRDS

VERT. 4.75" x 9.77"
HORIZ. 7.25" x 6.5"

\$1,558	\$1,484	\$1,405	\$1,370
\$1,316	\$1,251	\$1,187	\$1,157

Print ready discount

HALF

VERT. 3.5" x 9.77" HORIZ. 7.35" x 4.75"

\$1,301	\$1,238	\$1,170	\$1,108
\$1,098	\$1,045	\$988	\$933

Print ready discount

ONE-THIRD

VERT. 2.18" x 9.77"
HORIZ. 7.35" x 3.18"

\$788	\$750	\$708	\$669
\$666	\$632	\$596	\$565

Print ready discount

QUARTER

VERT. 3.5" x 4.75" HORIZ. 5.1" x 3.86"

\$711	\$681	\$638	\$609
\$600	\$573	\$540	\$513

Print ready discount

SIXTH

VERT. 1.93" x 4.75" HORIZ. 5.1" x 2.54"

\$543	\$515	\$484	\$464
\$459	\$435	\$408	\$392

Print ready discount

TWELFTH

2.07" x 2.19"

\$269	\$258	\$245	\$231
\$227	\$215	\$207	\$195

Print ready discount

CLASSIFIEDS 90 cents per word, with a \$25 minimum charge. 10% discount for annual commitments.

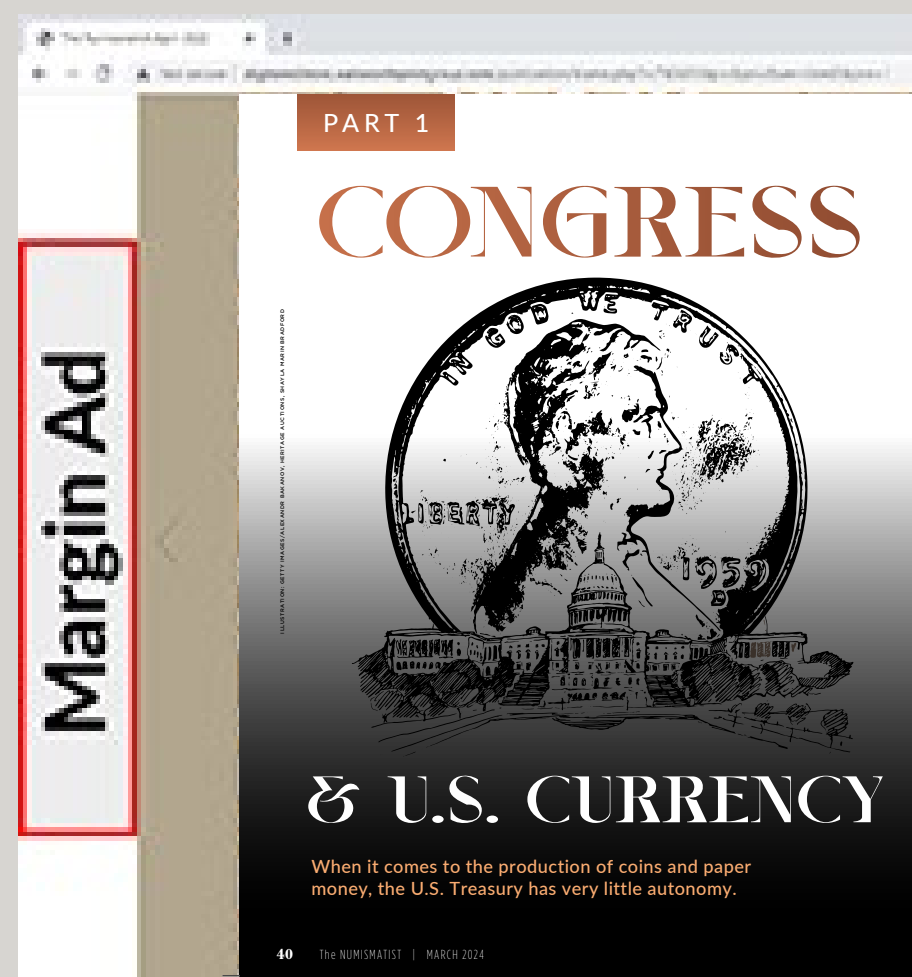
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MARGIN ADS

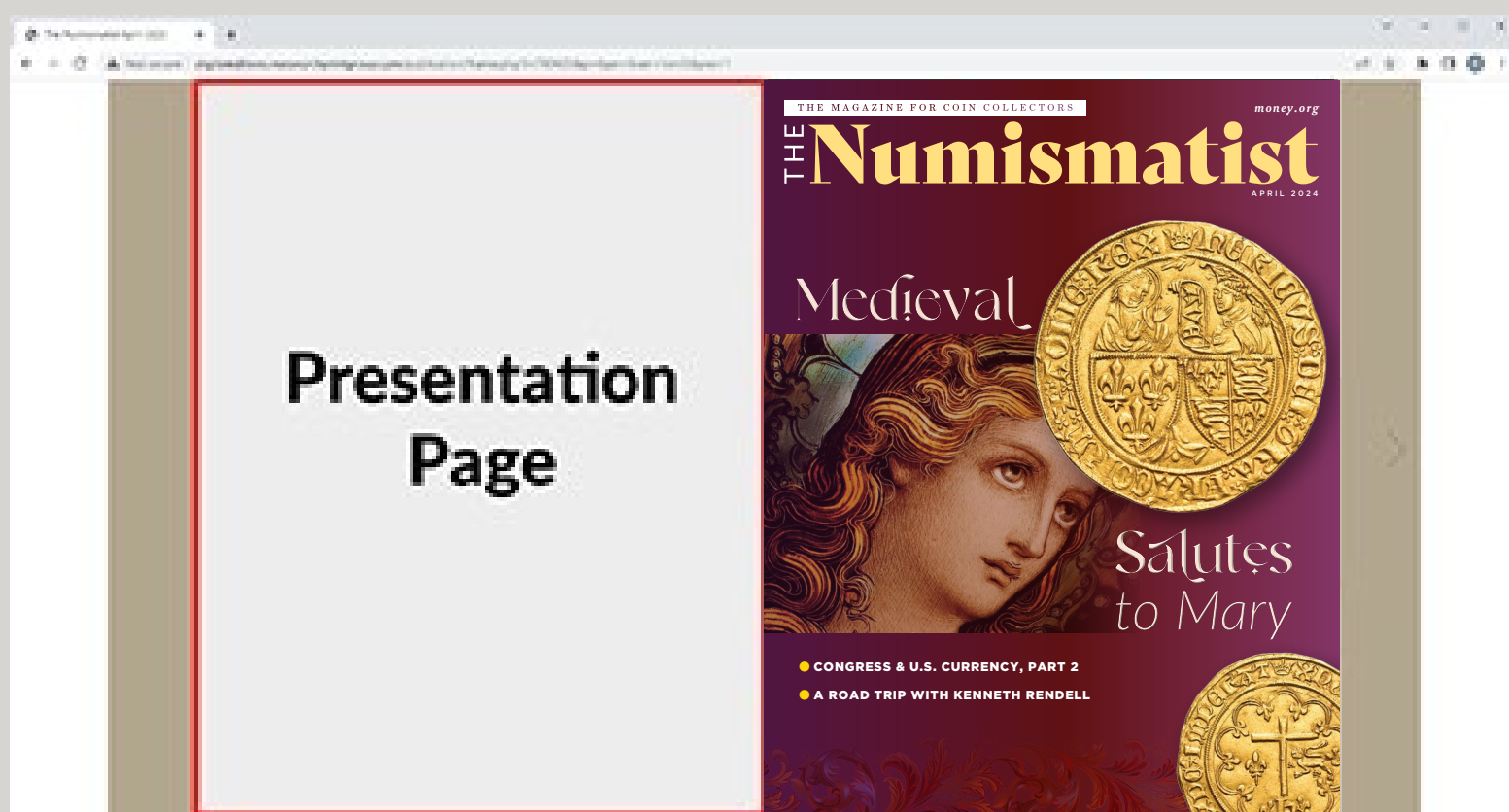
Margin ads appear in the digital version of *The Numismatist* outside the page, and can show on all pages or specific pages. These ads provide an extended view time for the reader.

500 x 2500px

\$825/month



PRESENTATION PAGES



A presentation page appears opposite the front cover and is the first message most viewers see.

8.375" x 10.975"

\$750/month

THE Numismatist

Digital Advertising Rates & Size Guidelines

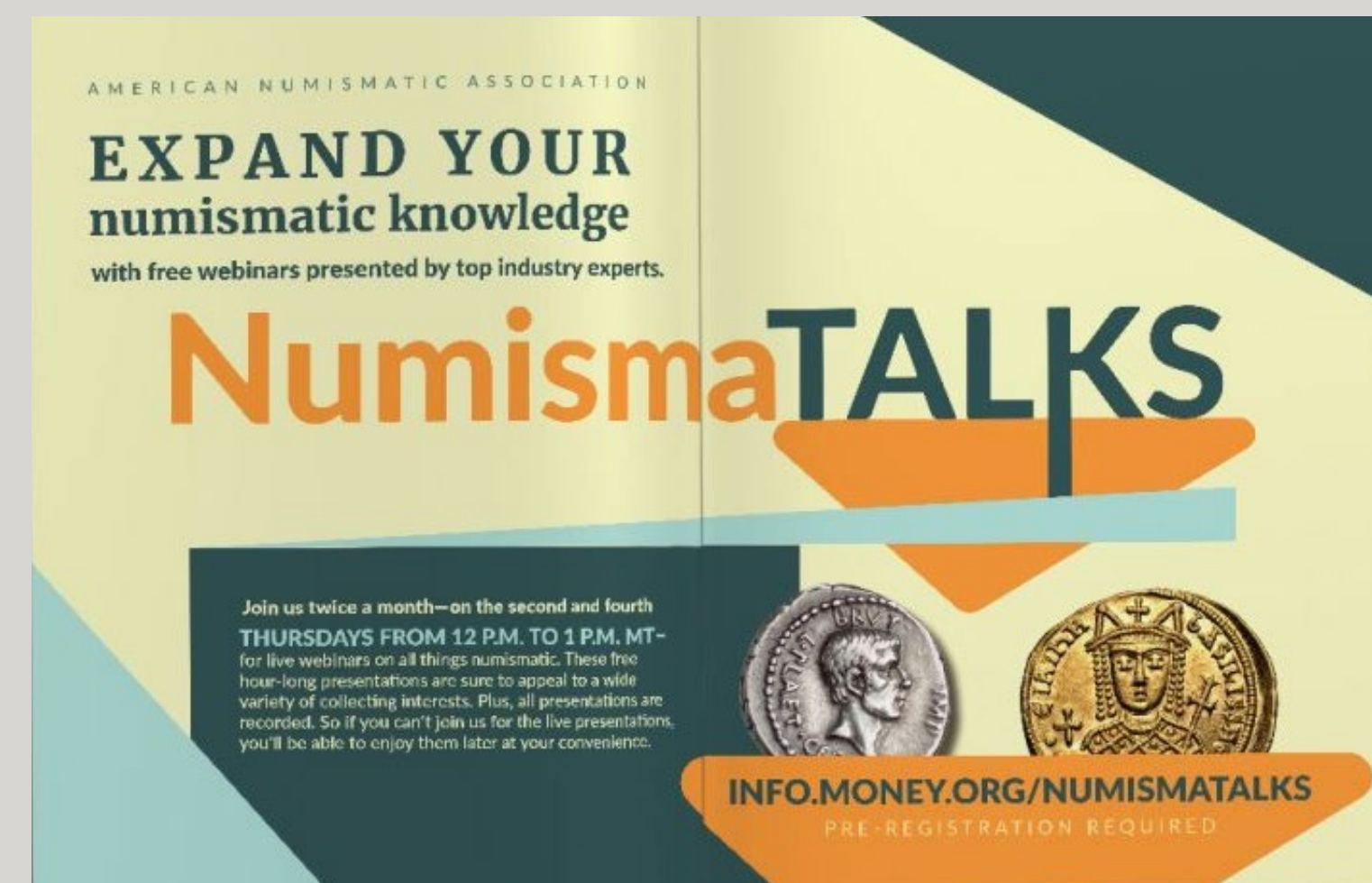
DOUBLE TRUCK

These two-page spreads can be placed anywhere in the digital or print editions and are sure to catch readers' attention. This option is perfect for pairing multiple images and bold graphics with engaging copy.

16.75" x 10.8625"

Add .25" bleed without crop marks for print

Digital Only: \$1,250/month Print: \$3,250/month



VIDEO OR AUDIO

Video options include embedded or pop-up videos within the digital edition that can auto-start or click-to-start; or links to external videos that open in another window. Audio can be click-to-start or auto-start.

\$500/month

BLOW-IN CARD

Postcard size insert placed in the center of the magazine that gets readers' attention. (Contact advertising@money.org for more info.)

AMERICAN NUMISMATIC ASSOCIATION ADVERTISING OPPORTUNITIES

The Numismatist is a controlled-circulation, educational magazine published monthly and distributed to all American Numismatic Association (ANA) members as a membership benefit. Print and online circulation is currently 25,000; each issue is 88 to 96 pages.

General Information: Advertisers of numismatic material must be ANA members. Contracts are available for 1-, 3-, 6- and 12-time placement. Frequency will be consecutive unless otherwise scheduled. No advertisements will be accepted from minors unless accompanied by a statement of financial responsibility signed by a parent or legal guardian. In keeping with the Hobby Protection Act, advertisements for reproductions or imitations of numismatic items must clearly state that they are not original. Photographs of these items must show they have been marked with the word "COPY" and must include the date of manufacture.

Any company advertising numismatic goods or services must include in its advertisement the name and membership number of at least one affiliated ANA member employed as a principal officer of that company. *The Numismatist* reserves the right to edit copy and/or require payment in advance. The publisher may decline or cancel any advertisement at their discretion.

Member Rates: Members may qualify for a 3% discount, provided camera-ready artwork is supplied by the member. Ads must adhere to published guidelines. *The Numismatist* assumes no responsibility for artwork furnished by the advertiser or agency. Rates on this card are for "run of publication." Guaranteed placement and preferred placement are available.

Guaranteed ad placement is available for 25% above the rate for regular advertisements. Guaranteed-placement ads are placed on a specific page for the duration of the contract. All positions subject to availability.

Preferred ad placement is available for 15% above the rate for regular advertisements. Preferred-placement ads are positioned in the first third of the magazine, as far forward as possible.

THE Numismatist

More Information

Inserts, Bind-in Cards or Tip-on: Contact the ANA Advertising Sales Manager, 719-482-9867 or nmcallister@money.org.

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. 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. Color logos are available for download from the ANA website (after logging in, visit money.org/ANA-logos); The Association's corporate logo(s) may not be used in any advertising or promotional material without prior approval.

ADVERTISING SALES MANAGER: Nathan McAllister • 719-482-9867 • nmcallister@money.org

GRAPHIC DESIGNER: Shayla Bradford • 719-482-9850 • sbradford@money.org

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“Print Ready” is artwork that is properly prepared to fit the specified format and is ready for publication. Camera-ready art requires no alterations, resizing, or editing by *The Numismatist*.

ACCEPTABLE DIGITAL FILE FORMATS:

- InDesign 20.0 (or earlier) – Go to File > Package to include all fonts and linked/embedded images.
- Photoshop CS (or earlier) – CMYK, save as .pdf
- Illustrator CS (or earlier) – Linked or embedded image files must accompany Illustrator file.
- High-resolution (press-ready) PDF images used in ads should be 300 dpi (with a 150-line screen) and saved as CMYK documents.

ACCEPTABLE MEDIA/TRANSFER: Email sbradford@money.org, nmcallister@money.org or advertising@money.org. Compression: Mac format–Stuffit; PC format–Ziplt.zip files with BinHex translation

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Design Services: Have the ANA design your ad. Advertisers may submit headlines, body copy, call-to-action, photographs, artwork and logos for production by *The Numismatist* in-house designer. Two revisions max. Design specifications will be met as closely as possible. The camera-ready discount does not apply.

Contract Cancellation requires 7 weeks' notice prior to the issue's cover date. All contracts canceled with less than 7 weeks' notice will incur a one-time fee at 50% of the inventory reserved.

Reference Policy: Advertisers of numismatic material are required to be members of the American Numismatic Association and must submit the name and ANA membership number of owners and/or principal officers of the firm. The ANA may require one banking reference and/or up to three business references.

Remittance 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 .90 cents per word, with a \$25 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. 10% discount for annual commitments.

Classified advertising is automatically renewed and will run until notified by the advertiser, and require a 7-week cancellation notice prior to the issue's cover date.

Classified ads can be submitted via email; no handwritten ads are accepted. Ads received after the deadline will be held for the next issue. No refunds will be given for canceled ads.

AMERICAN NUMISMATIC ASSOCIATION

**Start advertising
with the ANA today!**



Contact Nathan McAllister

Advertising and Sponsorship Sales Manager

advertising@money.org • (719) 482-9867