

AMERICAN NUMISMATIC ASSOCIATION  
ADVERTISING OPPORTUNITIES

# THE *Reading* ROOM

Where coin collectors stay  
up-to-date on the latest and  
greatest stories in the hobby.



ANA ADVERTISING  
OPPORTUNITIES



# THE Reading ROOM

Catered to the digitally savvy collector, this online magazine offers breaking news stories, op-eds from up-and-coming voices in the hobby, exclusive columns and features, and audio versions of articles so you can listen on the go.

CHECK OUT THE READING ROOM

Reach your target audience and increase your brand awareness with display advertising. These dynamic ads allow your company to track key metrics such as reach, click-through rate, bounce rate, conversion (SP), and return on investment (ROI).

## HOME PAGE

**EXCLUSIVE LEADERBOARD** – 100% Share of Voice [SOV]  
**SOLD THROUGH APRIL 2025**

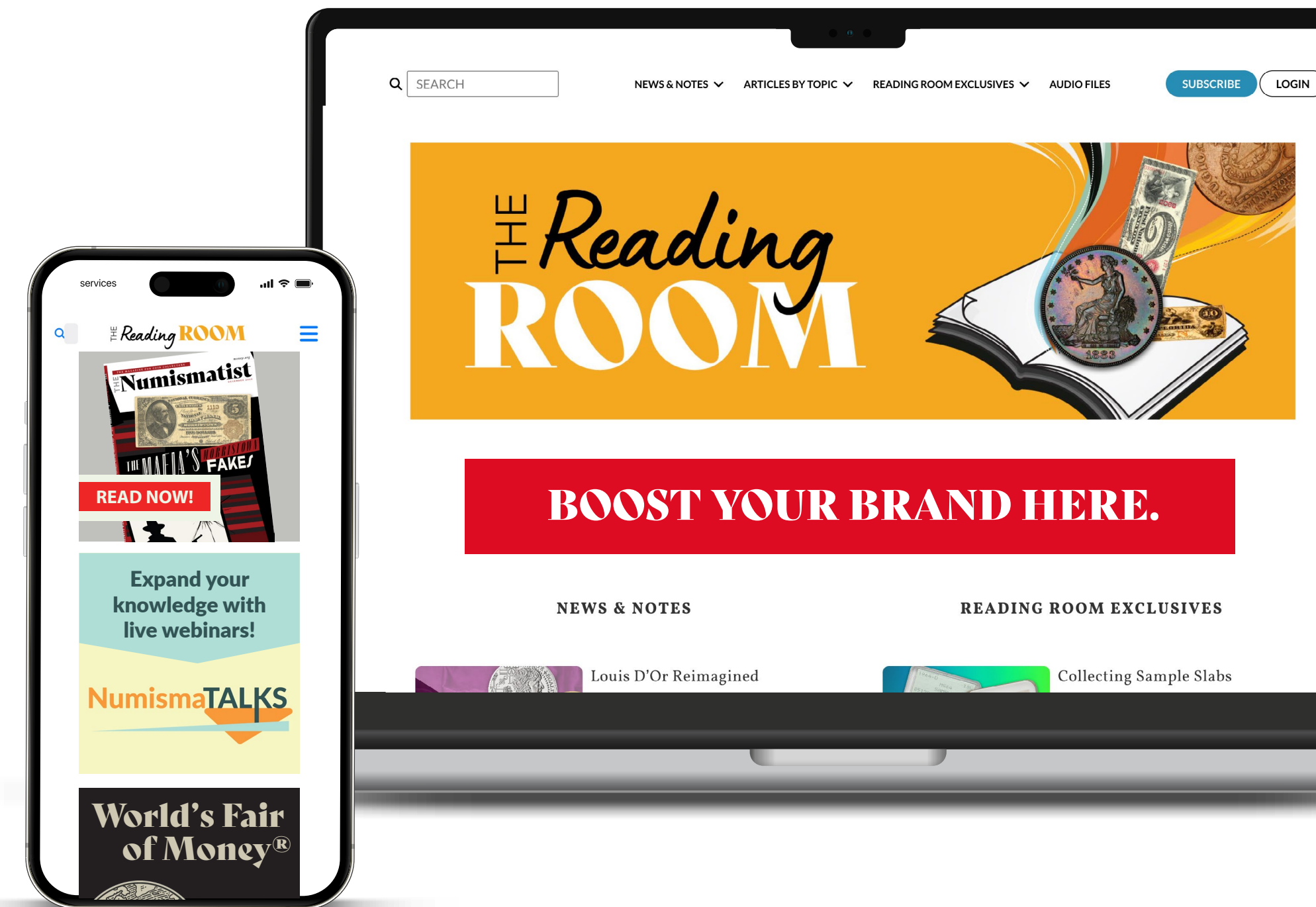
Size: 1801 x 423 px  
\$1,500/month

## FEATURED SQUARE AD SPACE

only three spots  
available!

*Placed near footer*

Size: 1080 x 1080 px  
\$750/month



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

ANA ADVERTISING  
OPPORTUNITIES



# THE Reading ROOM

The Reading Room offers prime advertising space in category-specific sections. The Reading Room is optimized to work on all mobile and desktop devices.

**News & Notes**  
is one of our most  
popular sections,  
with articles  
added weekly.

## LEADERBOARD

**EXCLUSIVE**– (100% SOV) only one spot per category available.

Size: 1801 x 423 px

Articles By Topic \$550/month

**Just Starting Out**

**U.S. Coins**

**Paper Money**

**Tokens and Medals**

**Ancient & Medieval**

**Counterfeit Detection**

**Collecting on a Budget**

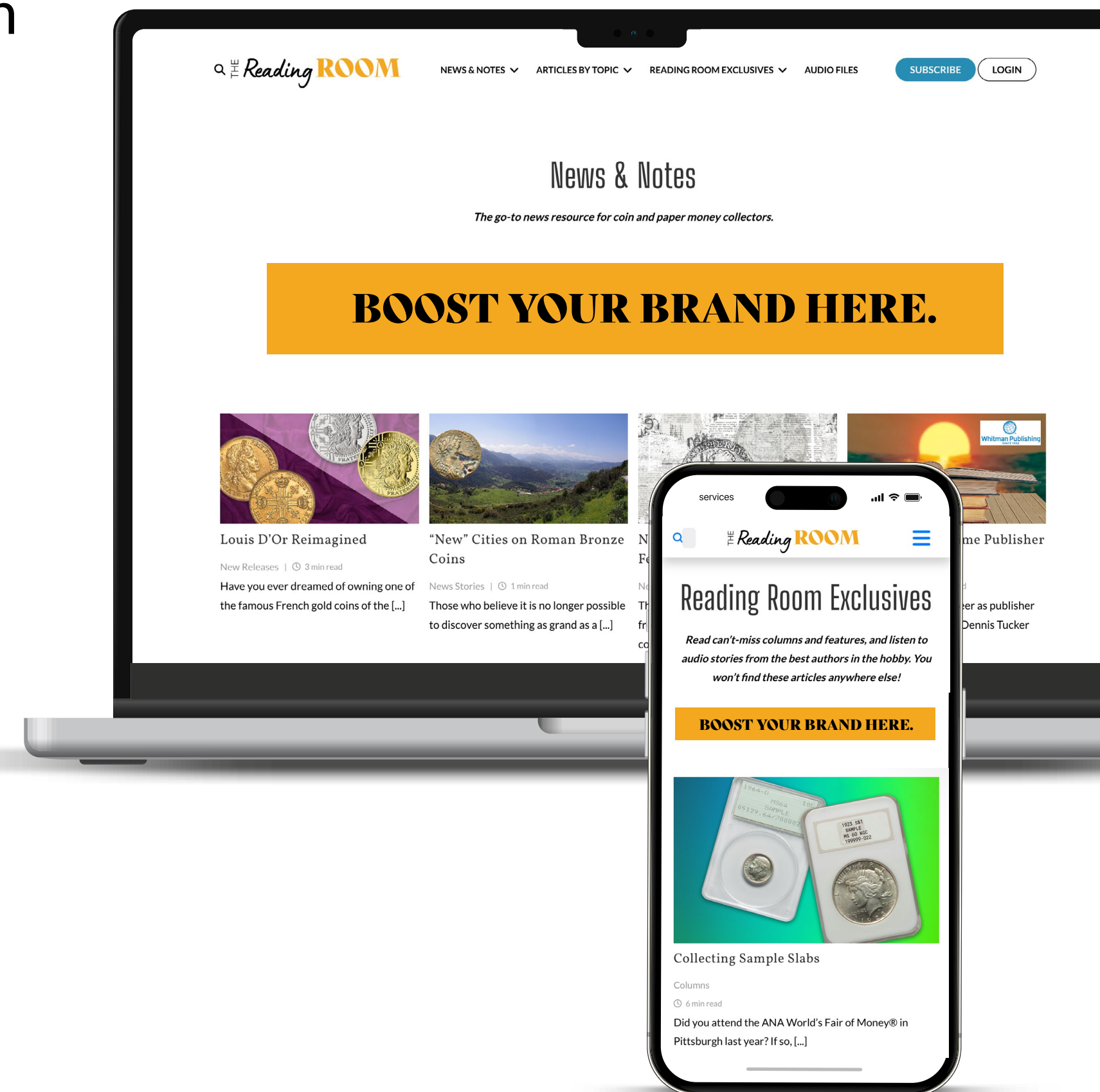
**The Young Collector**

**News & Notes**

\$950/month

**Reading Room Exclusives**

\$750/month



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

ANA ADVERTISING  
OPPORTUNITIES



# THE Reading ROOM

Select articles include audio files for listening on-the-go. Promote your brand audibly and visually. These ads are a one-time payment and will be placed and heard forever!

**Boost your top viewed article at a future date for a \$500 flat fee.**

## ARTICLE SPONSOR BUNDLE

**EXCLUSIVE BANNER, AUDIO MENTION & SOCIAL PROMOTION**- one spot per article available.

**Leaderboard size:** 1801 x 423 px

**Company name** written at the beginning of the article

**Audio** includes a “sponsored by” intro tagline  
(No longer than 10 seconds)

**Social media article promotion\*** on Facebook (34k+ followers), Instagram (9k+), X (16k+), and LinkedIn (3k+)

*Sold in bundles of three, six, and nine articles*

**Total Investment**

**3**  
ARTICLES  
\$1,500

**\*Includes one social promotion**

**6**  
ARTICLES  
\$2,000

**\*Includes two social promotions**

**9**  
ARTICLES  
\$2,500

**\*Includes three social promotions**



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

ANA ADVERTISING  
OPPORTUNITIES



THE *Reading*  
**ROOM**  
**RUNDOWN**

The Reading Room Rundown is a monthly eBlast sent out in the middle of each month encouraging collectors to enjoy the latest and greatest content.

VIEW A COPY OF THE RUNDOWN

## E-NEWSLETTER ADVERTISING

**EXCLUSIVE** - only three spots per eBlast available.

### One leaderboard available

Size: 728 x 90 px  
\$750/month

### Two banners available

Size: 325 x 300 px  
\$450/month

### Newsletter Feature

Publish an article in the Reading Room Rundown (300 words max)

**\$500**



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

ANA ADVERTISING  
OPPORTUNITIES



# SPONSORED CONTENT

Articles are boosted on social media to our 70,000+ followers, with the company tagged in the post.

## Basic Article

500-699 words

1-2 outbound links

**\$600**

## Intermediate Article

700-999 words

2 outbound links

**\$800**

## In-Depth Article

1,000-1,300 words

4 outbound links

**\$1,050**

## Additional Services

**Boost your article again!**

LinkedIn \$100

Instagram \$150

X (formerly Twitter) \$200

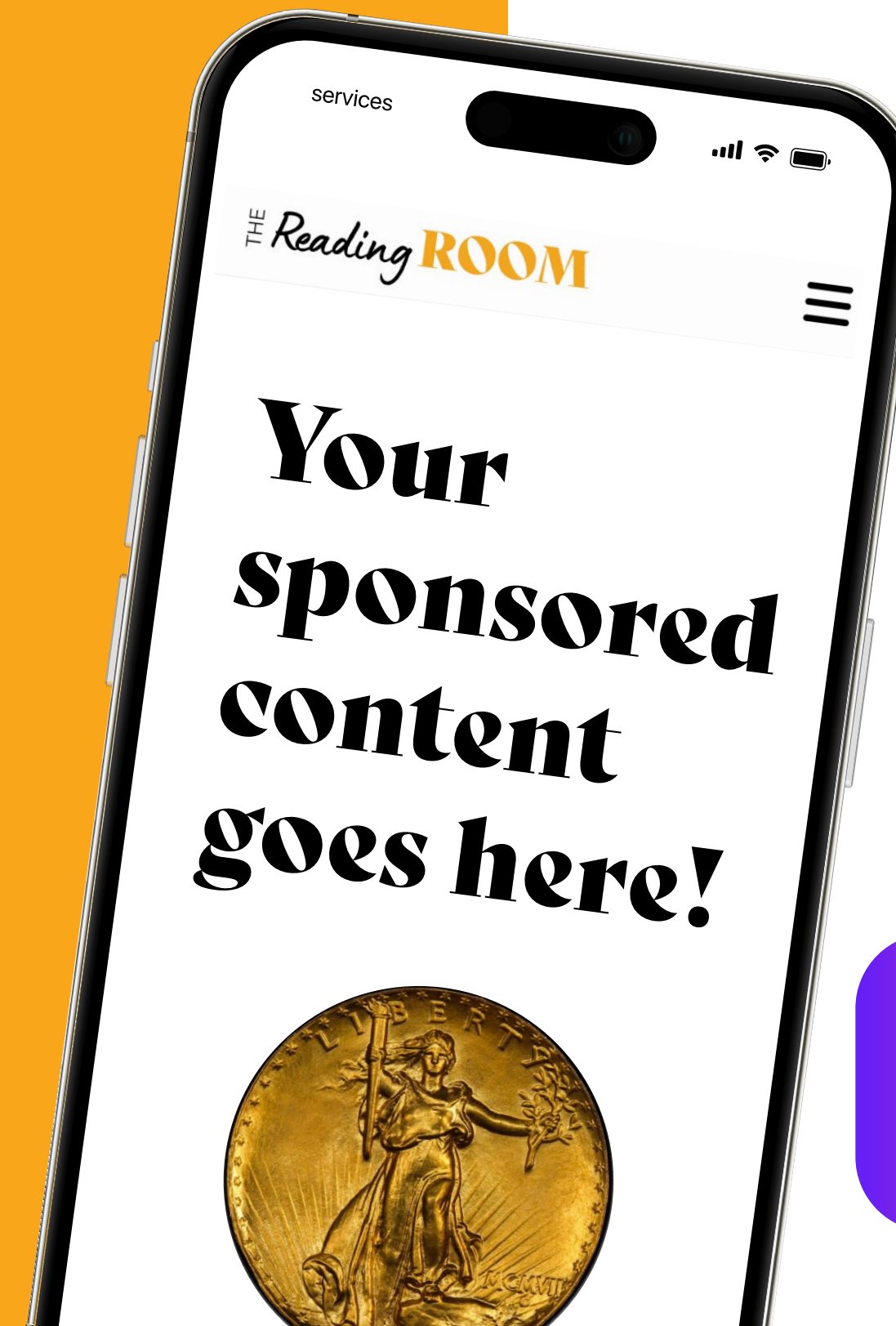
Facebook \$250

Media package deal \$450

# THE Reading ROOM

Take your brand and marketing to the next level with sponsored content on the ANA's Reading Room! Present your message alongside the Reading Room's regular content and link customers to your product or service seamlessly.

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



ANA ADVERTISING  
OPPORTUNITIES



# THE Reading ROOM

Enhance your brand's visibility by crafting a custom article for the ANA's Reading Room. This targeted approach not only increases brand visibility but can also enhance your brand's SEO (search engine optimization) and drive more traffic to your website, maximizing your marketing impact.

## SPONSORED CONTENT MORE INFORMATION

### Review and Approval Process

All sponsored content submitted to The Reading Room must undergo a review and approval process prior to publication. This is to ensure that the content aligns with our editorial standards and provides value to our readers. Please submit your pre-edited content at least 10 days in advance to allow sufficient time for review. The Reading Room reserves the right to make edits for alignment with our guidelines. The ANA Publications staff will not approve content that does not meet our standards. Your article may be returned to you for revisions or rejected.

### Copyright Terms

By submitting sponsored content to The Reading Room, the content provider grants the American Numismatic Association a non-exclusive, royalty-free license to use, reproduce, modify, and distribute the content on *readingroom.money.org* and associated channels. The content provider retains ownership of the original content and is responsible for ensuring that all content is original or appropriately licensed for use. The Reading Room will attribute the content to the provider and maintain any agreed-upon branding or credit.

AMERICAN NUMISMATIC ASSOCIATION

**Start advertising  
with the ANA today!**



Contact Nathan McAllister

Advertising and Sponsorship Sales Manager

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