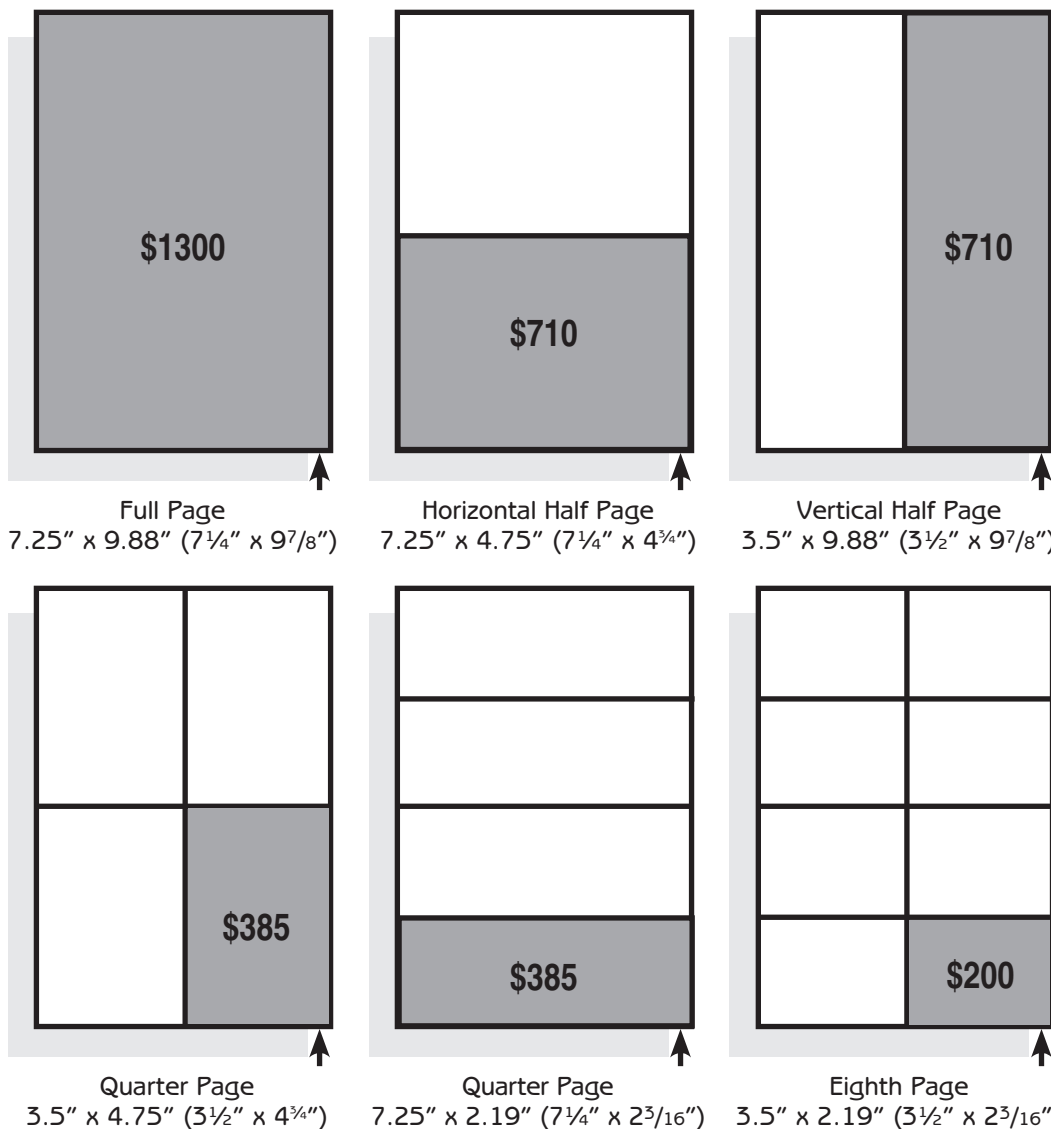


Ad Sizes for Antiques Trade Directory

Color ads by reservation only. Call before August 11, 2017.



No Bleeds (except on back cover)



911 Main Street PO Box 1429
Waldoboro, ME 04572-1429

Phone: 1-877-237-6623 **Fax:** 207-832-7341

E-mail: ads@maineantiquedigest.com **Web site:** www.maineantiquedigest.com

Maine Antique Digest, 911 Main St., PO Box 1429, Waldoboro, ME 04572
1-877-237-6623 • FAX (207) 832-7341
ads@maineantiquedigest.com • www.maineantiquedigest.com



Specifications for Color Ads in *M.A.D.*'s 2018 Antiques Trade Directory.

Color ads by reservation only. Call or e-mail before August 11, 2017.

All color ad space must be reserved by August 11. All ad copy and materials must be in our office by 4:30 PM on Friday, September 15.

Advertising costs*

Full page \$1300	Less 10% discount if paid within 10 days of invoice	\$1170.00*
Half page \$710	Less 10% discount if paid within 10 days of invoice	\$639.00*
Quarter page \$385	Less 10% discount if paid within 10 days of invoice	\$346.50*
Eighth page \$200	Less 10% discount if paid within 10 days of invoice	\$180.00*

Camera-ready ads should be submitted as correctly sized press-optimized PDF files, version 1.3 (PDF/x-1a) preferred. Ads also may be submitted in "native" layout format accompanied by all supporting image and font files. When preparing ad layouts, please refer to image specifications listed below, and ad sizes chart on the back of this page.

Please be aware that because of the limitations and variations inherent in the printing process, we do not guarantee an exact color match.

Images

1. All photos and logos must be raw and at least 300 dpi.
2. Line-art scans should be at least 1200 dpi.
3. If you are providing a PDF of your ad, save/export PDFs as "PDF/x-1a:2001" with Adobe Acrobat.

If *M.A.D.* produces your ad for you: Send us your text (Microsoft Word or in the body of an e-mail), images (photos or high-resolution digital images), and a rough sketch of the proposed layout. We will create the ad and send you a proof prior to publication. There is no additional charge for layout services.

All display advertisers receive a free standard listing in the 2018 Trade Directory (\$60 value).

***Payment** – Advertising invoices will be mailed on December 15, 2017.