

MAINE ANTIQUE DIGEST



2017 ADVERTISING INFORMATION

Toll-Free 1-877-237-6623 • E-mail ads@maineantiquedigest.com

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January 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 FEBRUARY issue mailed January 14	February 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 MARCH issue mailed February 11	March 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 APRIL issue mailed March 11	April 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 MAY issue mailed April 15
May 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 JUNE issue mailed May 13	June 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 JULY issue mailed June 17	July 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 AUGUST issue mailed July 15	August 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 SEPTEMBER issue mailed August 12
September 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 OCTOBER issue mailed September 16	October 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 NOVEMBER issue mailed October 14	November 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 DECEMBER issue mailed November 11	December 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 JANUARY issue mailed December 16

DEADLINES: RED BOXES = Ad deadline. BLACK CIRCLE = Antiques Trade Directory deadline.



MAINE ANTIQUE DIGEST

PO Box 1429 • 911 Main Street • Waldoboro, ME 04572
(207) 832-4888 • Toll-free 1-877-237-6623 • Fax (207) 832-7341

Internet www.maineantiquedigest.com • E-mail ads@maineantiquedigest.com

CIRCULATION

Contrary to our title, *Maine Antique Digest* is not just a New England publication. Demographics are available on request.

SENDING US YOUR AD

There is no charge for composing ads, including layout, type-setting, or processing your photographs. If you send us a rough sketch of your ad, we'll be glad to do the rest. Advertising copy is not accepted over the telephone.

What M.A.D. needs from you:

- Ad size, business name, billing address, and the issue(s) in which the ad should appear.
- Ad copy.
- Digital images, shot at high resolution (a minimum 1600 x 1200 pixels) for the size needed in the ad. Images should be supplied at a minimum resolution of 300 dpi (dots per inch).
- Prints and hard copy logo art may be supplied in lieu of digital images. These will be scanned and returned to you.

If you create your own ad:

- Save your images at 300 dpi.
- For line art, such as logos, resolution must be at least 600 dpi.
- To ensure optimum clarity in printing, photos should be set to grayscale for black-and-white ads and **CMYK** for color ads. **Please note, all RGB images need to be converted to CMYK for color ads and grayscale for black-and-white ads.**
- In color ads, black text should be **BLACK ONLY**. Do not use RGB or CMYK blends for type.
- Please send PDFs sized exactly to M.A.D.'s specifications. **NO crop marks.**
- Proofread your ad carefully. With few exceptions, we cannot make changes to or correct PDFs.
- PDFs should be supplied as PDF/X-1a:2001. This is best for our print production. **Fonts and images must be embedded in the PDF.** In lieu of a PDF, we accept files in Adobe InDesign (PC or Mac). If the ad is composed and sent in Quark XPress, Microsoft Publisher, or Microsoft Word, please send photo files separately. Compressed files (ZIP, SIT, and HQX) are acceptable. We will return disks only if requested.
- Files that can't easily be e-mailed can be sent via FTP over the *Maine Antique Digest* website. Call or e-mail for details.

AD PLACEMENT

- **Position is not guaranteed**, with the exception of covers and centerspreads.
- **Covers and centerspreads** are available by reservation only.
- **Show and auction ads** are generally grouped together. All shows and auctions are listed on the calendar. The calendar is included on our website at no extra charge, with dates, location, and contact information for each advertised event.

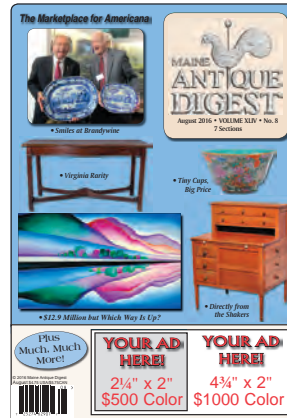
MAIL DATE

Our monthly issue mails ten days after the advertising deadline.

ADVERTISING DEADLINE

All ads and/or advertising materials must be in our office by the end of the business day on the FIRST WEDNESDAY of each month to ensure that your ad will be included in the issue.

FRONT-COVER ADVERTISING



Two full-color block ads on the front cover, each 2" high x 2 1/4" wide, are available (\$500 each). The full area (2" x 4 3/4") is also available (\$1000). Front-cover ads are available by reservation only, on a first-come, first-served basis. All front-cover ads must be created by M.A.D.'s in-house graphics professionals (no extra charge).

CLASSIFIED ADVERTISING RATES

Maine Antique Digest classified ads are \$1.00 per word, **\$25 minimum charge**.

Photographs or line art with classifieds are \$10 extra. Illustrations will not exceed 1 1/2" in publication. All classified ads must be paid in advance; no discounts apply.

SPECIAL SECTIONS

Special pull-out sections are printed in either full color or black-and-white. These are especially popular with show promoters but may also be useful for auctioneers, group shops, or private dealers.

INSERTS

Call for availability and pricing.

ANTIQUES TRADE DIRECTORY

M.A.D.'s annual Antiques Trade Directory is a comprehensive listing of dealers, auctioneers, show promoters, and service providers that is printed and bound separately and mailed as a supplement to the January issue. The Trade Directory will also be posted on M.A.D.'s website for all of 2018. The directory includes listings (\$60 each) as well as full-color display ads. Call or see the website for details. Deadline for the 2018 directory is September 15, 2017.

INTERNET ADVERTISING

- M.A.D.'s Internet advertising is a quick, inexpensive way to deliver your ad in color to a global audience.
- Any ad running in the printed M.A.D. can run on our website for \$55 (includes up to three color pictures). If you don't indicate which pictures should run, M.A.D. will choose three. Additional pictures can be included for \$5 each (no discounts).
- **Dealer ads** are posted to M.A.D.'s website the Sunday following print publication and stay up for one month. These ads include a single thumbnail image.
- **Show and auction ads** are posted to M.A.D.'s website as soon as they are processed and stay on the site for one month, or

continued on back cover

2017 DISPLAY AD SIZES & RATES

These prices are in effect through the January 2018 issue.

STANDARD AD DIMENSIONS

Standard ad dimensions are shown below. Any ad not fitting these standard dimensions will be charged at the rate of \$21 per column inch.

NOTE: Prices shown below are the basic cost (before discount). 10% discount for prepayment or payment within ten days of receipt of invoice. For discounted prices, see our website.

Column Widths

72½ column inches per page.

1 column 1¾"

2 columns 3¾"

3 columns 5¾"

4 columns 7¾"

5 columns 9¾"

Centerspreads 21"

\$960
Color \$1300

Covers:
\$1050
Color \$1450

Centerspread:
\$2100
Color \$2800

Covers and centerspreads by reservation only.

Full Page ▲
 9¾ x 14½

\$760
Color \$1050

3/4 Page ▲
 9¾ x 107/8

\$675
Color \$945

2/3 Page ▲
 9¾ x 911/16

\$400
Color \$560

\$580
Color \$815

▲ **2/5 Page** 3¾ x 14½ **3/5 Page** ▲ 5¾ x 14½

\$490
Color \$710

Vertical Half Page ▲
 4¾ x 14½

Back cover of the front section
 Half page, 9¾ x 6¾
 Can have horizontal or vertical orientation.

\$490
Color \$710

Horizontal Half Page ▲
 9¾ x 73/16

3-column Third Page
 5¾ x 8

\$335
Color \$470

\$335
Color \$470
Horizontal Third Page
 9¾ x 4¾

2½-column Vertical Third Page
 4¾ x 911/16

\$335
Color \$470

\$275
Color \$385

\$275
Color \$385

\$275
Color \$385

2-column Quarter Page
 3¾ x 9

3-column Quarter Page ▲
 5¾ x 6

▲ **2½-column Quarter Page**
 4¾ x 73/16

\$190
Color \$265

\$190
Color \$265

\$190
Color \$265

2½-column Sixth Page
 4¾ x 4¾

2-column Sixth Page
 3¾ x 6

\$140
Color \$200

\$140
Color \$200

\$275
Color \$385

2½-column Eighth Page
 4¾ x 3½

2-column Eighth Page
 3¾ x 4½

5-column Quarter Page
 9¾ x 3½

Color \$145 **\$105**

\$105

2½-column Sixteenth Page
 1¾ x 4¾

2-column Sixteenth Page
 3¾ x 23/8

\$105 **Black and White Only** **\$105**

1-column Sixteenth Page ▲
 1¾ x 4¾

MAINE ANTIQUE DIGEST



PO Box 1429
Waldoboro ME 04572

Advertising information continued from page 2

until the next issue is published. Show and auction ads can be renewed with no text or photo changes until the event ends for \$25 a month. Changes or additions to the ad will incur the standard \$55 Internet advertising fee.

- **Show and auction ads** are included on *M.A.D.*'s Internet calendar at no extra charge.
- **Internet ads not running in print** are \$135 for the first month, \$55 for each additional month for the same ad with no changes. This includes three color photos or graphics. For each additional picture, add \$5.
- **A direct link on the *M.A.D.* website to your website** without a print or Internet ad costs \$55 per month.
- **Auction catalogs**, in some cases, can be posted. Call for details.

MORE INTERNET EXPOSURE

Every photo or image (including logos) in Internet advertisements published on the *Maine Antique Digest* website is included at no cost on the website Marketplace for Collectors (www.marketplaceforcollectors.com). Each image is published as a "tile" on the Marketplace for Collectors page, with a link back to the advertisement or to the advertiser's home page for link-only advertisers. Marketplace for Collectors provides a way for buyers to search for art and antiques visually.

BANNER ADS

There are several options for **Banner ads** on the *M.A.D.* website. **Home page ads** include **Top Banner ad**: \$800 per month (1024 x 128 pixels, 14.22" wide x 1.778" high); **Block ad**: \$350 per month (315 x 265 pixels, 4.375" wide x 3.681" high); **Half Block ad**: \$175 per month (315 x 125 pixels, 4.375" wide x 1.736" high); and **Footer ad**: \$175 per month (515 x 105 pixels, 7.153" wide x 1.458" high). **Calendar page ad**: \$500 per month (515 x 105 pixels, 7.153" wide x 1.458" high). The calendar page is the most-visited page on our site.

Banner ads can be submitted as JPG, PNG, or GIF files (in RGB), or our graphics department can create your ad at no extra cost.

PAYMENTS/DISCOUNTS

- All display advertisers are eligible for a 10% discount on print ads that are prepaid or paid within ten days of receipt of invoice.
- First-time advertisers must send payment with the ad order. The 10% discount would apply.
- An additional 10% discount applies to ads that run for six months with no changes, paid in advance.
- Ads will not be accepted from those with delinquent accounts. A late payment charge of 1½ % a month will be applied to bills that are unpaid 30 days after the billing.
- We accept MasterCard, Visa, American Express, and Discover.
- **Canadian/foreign advertisers**: Payment in U.S. funds only.
- **Advertising agencies**: We no longer offer an agency discount.
- No discounts for Internet advertising.