

# MAINE ANTIQUE DIGEST

## 2022

ADVERTISING INFORMATION



Toll-Free 1-877-237-6623 • Email [ads@maineantiquedigest.com](mailto:ads@maineantiquedigest.com)

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<p><b>January</b></p> <p>1 2 3 4 <b>5</b> 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 15</p>	<p><b>February</b></p> <p>1 <b>2</b> 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 12</p>	<p><b>March</b></p> <p>1 <b>2</b> 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 12</p>	<p><b>April</b></p> <p>1 2 3 4 5 <b>6</b> 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 16</p>
<p><b>May</b></p> <p>1 2 3 <b>4</b> 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 14</p>	<p><b>June</b></p> <p><b>1</b> 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 11</p>	<p><b>July</b></p> <p>1 2 3 4 5 <b>6</b> 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 16</p>	<p><b>August</b></p> <p>1 2 <b>3</b> 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 13</p>
<p><b>September</b></p> <p>1 2 3 4 5 6 <b>7</b> 8 9 10 11 12 13 14 15 <b>16</b> 17 18 19 20 21 22 23 24 25 26 27 28 29 30 OCTOBER issue mailed September 17</p>	<p><b>October</b></p> <p>1 2 3 4 <b>5</b> 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 15</p>	<p><b>November</b></p> <p>1 <b>2</b> 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 12</p>	<p><b>December</b></p> <p>1 2 3 4 5 6 <b>7</b> 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 17</p>

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  
Email: ads@maineantiquedigest.com • www.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:

- Business name, billing address, and the issue(s) in which the ad will appear.
- Ad size, and whether it is color or black-and-white.
- Ad copy.
- To ensure optimum clarity in printing, photos must be sent as raw images (highest setting on your camera or 300 dpi).
- Prints and hard copy logo art may be supplied in lieu of digital images. These will be scanned and returned to you.

## WHEN CREATING YOUR AD

- Digital images should be a minimum resolution of 300 dpi.
- Line art, such as logos, must be at least 600 dpi.
- Large black areas and backgrounds need to be "Rich Black" 40c, 40m, 30y, 100k.
- Black text needs to be 0c, 0m, 0y, 100k.
- Colored text must be at least 10 point and CMYK.
- PDFs must be exported as PDF/X-4. This is best for our print production. **Fonts and images must be embedded.** In lieu of a PDF, we accept Adobe InDesign (PC or Mac) files.
- When exporting PDFs **DO NOT** include trim or bleed marks.
- Please send PDFs sized exactly to *M.A.D.*'s size specifications.
- Proofread your ad carefully. With few exceptions, we cannot make changes to PDFs.
- If the ad is composed in Quark XPress, Microsoft Publisher, or Microsoft Word, please send copy and photo files separately.
- Files that can't easily be emailed can be sent via WeTransfer. Call or email for details.

- **BLEEDS** - Bleeds are available only for ads that are **half-page and larger. Please NO trim or bleed marks.** Create your ad by selecting a size from our display sizes on the next page. For bleeds, **add a .70" bleed on all sides.**

### **Export with NO trim or bleed marks.**

A .70" bleed allows maximum flexibility when placing ad on the page.

- **FACING PAGE ADS** - When designing facing page ads: **Create as SEPARATE PAGES. DO NOT allow TEXT to flow across the gutter of the two pages.** Allow at least .5" to the left and the right of the gutter to ensure proper readability of text.

## AD PLACEMENT

- **Position is not guaranteed.**
- **Front cover, back cover, and inside cover ads** are available by reservation only.

## SHOW AND AUCTION ADS

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

**To ensure that your ad will be included in the issue, all advertising materials must be in our office by the end of the business day on the FIRST WEDNESDAY of each month.**

## 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. They will not exceed 1½" in height in publication. All classified ads must be paid in advance; no discounts apply.

## SPECIAL SECTIONS

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

## 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 mailed in December. The Trade Directory will also be posted on *M.A.D.*'s website for all of 2023. The directory includes listings (\$65 each) as well as full-color display ads. Call or see the website for details. Deadline for the 2023 directory is September 16, 2022.

## 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 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.

# 2022 DISPLAY AD SIZES & RATES

These prices are in effect through the January 2023 issue.

## STANDARD AD DIMENSIONS

Any ad not fitting these standard dimensions shown below will be charged at the rate of \$22 per column inch (b&w) or \$32 per column inch (color).

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

1 column .....	1 3/4"	4 columns .....	7 3/4"
2 columns .....	3 3/4"	5 columns .....	9 3/4"
3 columns .....	5 3/4"		

Color prices shown in red only.

**Full Page**

\$1005  
Color \$1365

Inside Front & Back Covers:  
Color \$1450  
Back Cover:  
Color \$1525

All covers—inside, front, and back—by reservation only.

Full Page ▲  
9.75 x 13.75

**3/4**

\$800  
Color \$1100

3/4 Page ▲  
9.75 x 10.20

**2/3**

\$710  
Color \$995

2/3 Page ▲  
9.75 x 9.0

3-column 3/5 Page  
5.75 x 13.75

\$610  
Color \$855

**3/5**

\$420  
Color \$590

3-column 2/5 Page  
5.75 x 9.45

\$420  
Color \$590

2-column 2/5 Page  
3.75 x 13.75

**1/2**

\$515  
Color \$745

Vertical 1/2 Page ▲  
4.75 x 13.75

**1/2**

\$515  
Color \$745

Horizontal 1/2 Page ▲  
9.75 x 6.80

3-column 1/3 Page  
5.75 x 7.75

\$350  
Color \$495

**1/3**

\$350  
Color \$495

5-column 1/3 Page  
9.75 x 4.45

1/3 Page Ads ▲

2 1/2-column 1/3 Page  
4.75 x 9.0 ▼

**1/3**

\$350  
Color \$495

1/3 Page Ad ▲

\$290  
Color \$405

**1/4**

\$290  
Color \$405

2-column 1/4 Page  
3.75 x 9.0

3-column 1/4 Page ▲  
5.75 x 5.70

\$290  
Color \$405

2 1/2-column 1/4 Page  
4.75 x 6.80

**1/4**

\$290  
Color \$405

5-column 1/4 Page ▲  
9.75 x 3.30

2 1/2-column 1/6 Page  
4.75 x 4.45

\$200  
Color \$280

**1/6**

\$200  
Color \$280

3-column 1/6 Page  
5.75 x 4.0

\$200  
Color \$280

**1/8**

\$147  
Color \$210

\$147  
Color \$210

2 1/2-column 1/8 Page  
4.75 x 3.30

2-column 1/8 Page  
3.75 x 4.50

2 1/2-column 1/8 Page  
4.75 x 3.30

2-column 1/8 Page  
3.75 x 4.50

2-column 1/16 Page  
3.75 x 6.0

\$110  
Color \$155

**1/16**

\$110  
Color \$155

\$110

2-column 1/16 Page  
3.75 x 2.40

1-column 1/16 Page  
1.75 x 4.75

10 x 2 \$1050

5 x 2 \$525

3 x 3 \$525

FRONT-COVER ADVERTISING

# MAINE ANTIQUE DIGEST



PO Box 1429  
Waldoboro ME 04572

## 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 \$60 (includes up to three color pictures). Additional pictures can be included for \$5 each (no discounts).
- **Dealer ads** are posted to *M.A.D.*'s website the Monday 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 by the Monday following print publication and stay on the site for one month, or until the next issue is published. Show and auction ads can be renewed with no text or photo changes until the event ends for \$30 a month. Changes or additions to the ad will incur the standard \$60 Internet advertising fee. For an additional \$45, your show or auction can be featured at the top of the online ads.
- **Show and auction dates** in ads are included on *M.A.D.*'s Internet calendar at no extra charge.
- **Internet ads not running in print** are \$140 for the first month, \$60 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 \$60 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](http://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:

- **Block ad:** \$365 per month  
(315 x 265 pixels, 4.375" wide x 3.681" high)
- **Half Block ad:** \$185 per month  
(315 x 125 pixels, 4.375" wide x 1.736" high)
- **Footer ad:** \$185 per month  
(515 x 105 pixels, 7.153" wide x 1.458" high)
- **Calendar page ad:** \$525 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.