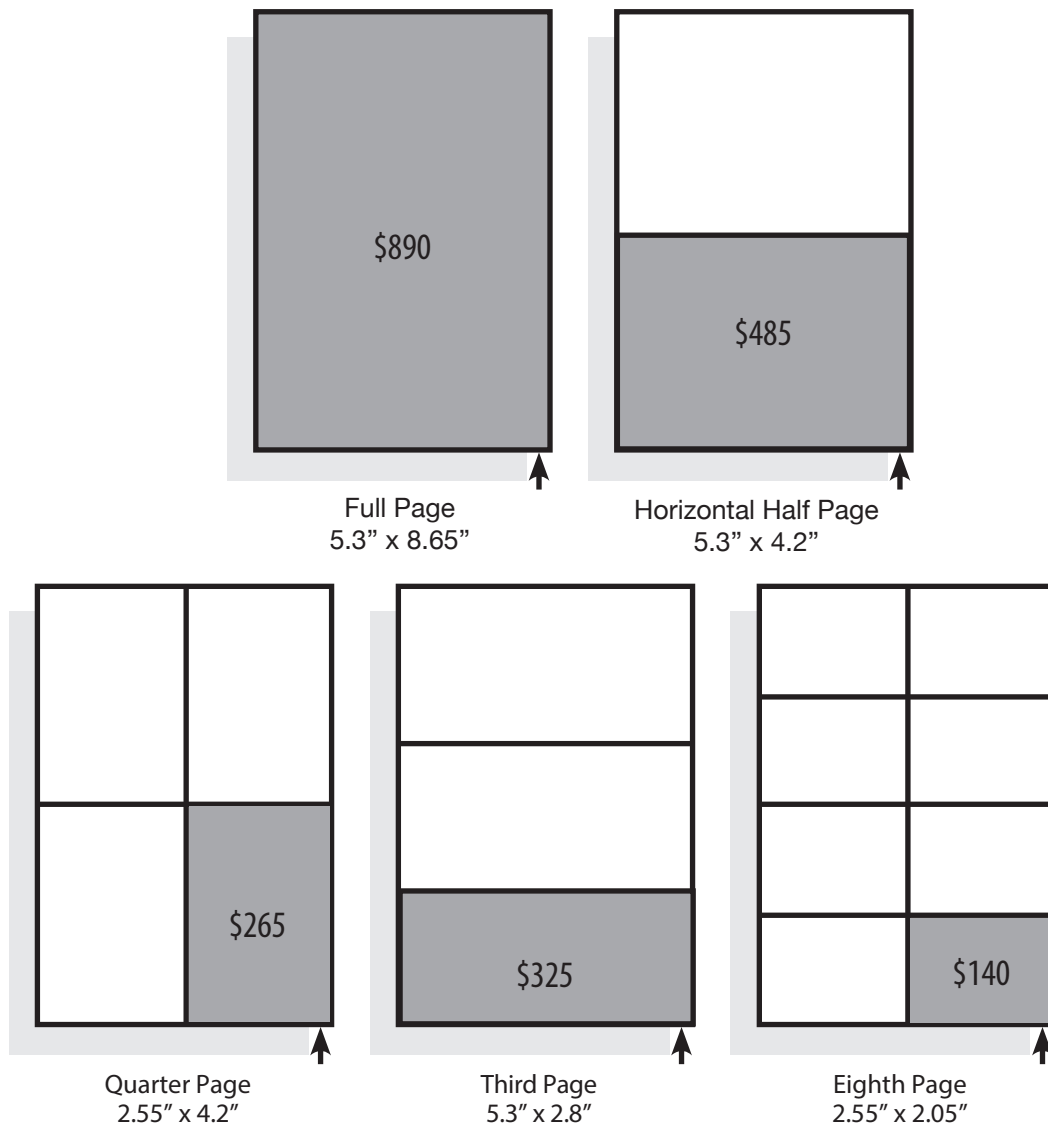


Ad Sizes for Antiques Trade Directory

Color ads by reservation only. Call before August 24, 2020.



Bleeds available only on full-page ads. Please call for details.



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

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

E-mail: ads@maineantiquedigest.com **Website:** 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 2021 Antiques Trade Directory.

**Color ads by reservation only.
Call or e-mail before August 24, 2020.**

All color ad space must be reserved by August 24. All ad copy and materials must be in our office by 4:30 PM on Friday, September 18.

Advertising costs*

Full page \$890	Less 10% discount if paid within 10 days of invoice	\$801.00*
Half page \$485	Less 10% discount if paid within 10 days of invoice	\$436.50*
Third page \$325	Less 10% discount if paid within 10 days of invoice	\$292.50*
Quarter page \$265	Less 10% discount if paid within 10 days of invoice	\$238.50*
Eighth page \$140	Less 10% discount if paid within 10 days of invoice	\$126.00*

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.
- 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 e-mailed can be sent via WeTransfer, Dropbox, or FTP. Call or e-mail for details.

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 [raw] digital images), and a rough sketch of the proposed layout. We will create the ad and send you a proof before publication. There is no additional charge for layout services.

All display advertisers receive a free standard listing in the 2021 Trade Directory (\$65 value).

***Payment** – Advertising invoices will be mailed on December 14, 2020.