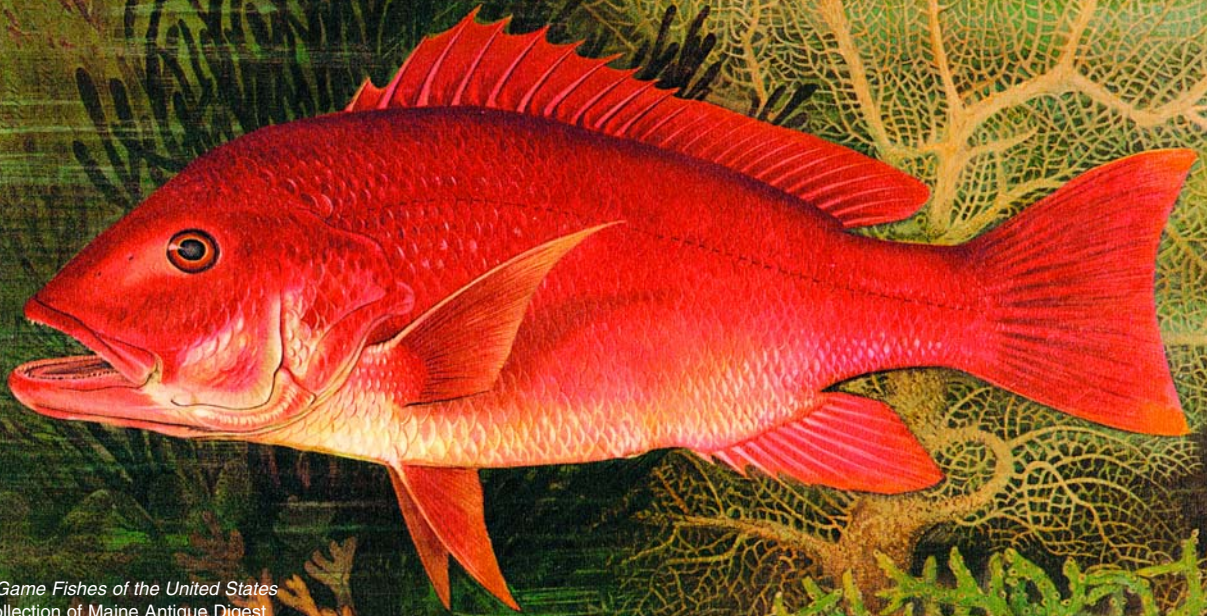


MAINE ANTIQUE DIGEST



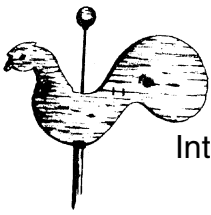
Red Snapper. From *Game Fishes of the United States* by S.A. Kilbourne. Collection of Maine Antique Digest.

2012 ADVERTISING INFORMATION

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

S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
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 29 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 17	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 14
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 12	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 16	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 14	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 11
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 15	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 13	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 17	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 15

Dates in **RED BOXES** are deadlines for black-and-white ads. Deadlines for color ads are one week earlier, as indicated by the **YELLOW BOXES**. The **BLACK CIRCLE** indicates Antiques Trade Directory deadline.



MAINE ANTIQUE DIGEST

P.O. Box 1429 • 911 Main Street • Waldoboro, Maine 04572
(207) 832-4888 • Toll-free 1-877-237-6623 • FAX (207) 832-7341

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

ADVERTISING RATES, DISCOUNTS, & INFORMATION

These prices are in effect through the January 2013 issue. Color ads available only in full-, half-, and some quarter-page sizes.

10% discount available for prepayment or payment within 10 days of receipt of invoice.

	B&W Cost	w/10% Disc.	Color Cost	w/10% Disc.	Non-standard sizes:
Full Page	\$940.00	\$846.00	\$1275.00	\$1147.50	\$21.00 per column inch, with a 2-column-inch minimum.
Front or back cover*	1,030.00	927.00	1420.00	1278.00	
Centerspreads*	2,060.00	1,854.00	2725.00	2452.50	
3/4 Page	742.00	667.80			
2/3 Page	662.00	595.80			
3/5 Page	567.00	510.30			
1/2 Page	479.00	431.10	695.00	625.50	
1/2 Page back cover of the front section*	n/a	n/a	996.00	896.40	
2/5 Page	389.00	350.10			
1/3 Page	327.00	294.30			
1/4 Page	268.00	241.20	375.00	337.50	NOTE: Classified display and regular display rates are identical. All display advertisers will receive a checking copy of the issue.
1/6 Page	187.00	168.30			
1/8 Page	139.00	125.10			
1/16 Page	103.00	92.70			
Per column inch	21.00	18.90			
Classified per word (25 word minimum)	1.00	no discount			
Internet ad (based on print ad)			50.00	no discount	
Internet ad without a print ad			125.00	no discount	

SENDING US YOUR AD

What M.A.D. needs from you:

- The size of the ad
- The name of your business
- The issue(s) the ad should appear in

Maine Antique Digest goes to the printer in an all-electronic format (PDF). This means your ads must either be in the format of one of our software programs, or we need the raw materials to compose the ad. If sending electronically, you may e-mail, FTP, or send on Zip disks (250 MB largest size), floppies, CD-ROM, or DVD.

If we do your layout for you:

There is **no charge** for composing ads, including layout, typesetting, or scanning 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.

We can compose ads using your text and pictures (photographic prints or electronic photographs, either color or black and white). Your text may be handwritten or typed, except that large blocks of text, such as auction listings or dealer lists, should be typed cleanly enough that they can be scanned or should be sent electronically. Digital photos should be shot at high resolution (a minimum 1600 x 1200 pixels) for the size needed in the ad. If you do not have numbered settings on your digital camera, use the best setting possible. Images should be supplied at a minimum resolution of 200 dpi (dots per inch) for black and white and 300 dpi for color.

If you do your own layout:

We send pages to the printer in PDF (portable document format).

We prefer that you send us the files as PDFs. **Fonts and images must be embedded in the PDF.** When sending in PDFs, please make sure photos are set to grayscale for black-and-white ads and CMYK for color ads (we do not use RGB for print ads) to ensure optimum clarity in printing. Please proofread your ads carefully. With few exceptions, we cannot make changes to or correct your PDFs. We can accept files in Pagemaker, QuarkXPress 6.5 or lower, Adobe InDesign (PC or Mac), and Microsoft Publisher and convert them here to PDF. If the ad is done 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 all disks, if requested, when we return photos at the end of each issue.

COLOR ADS

Color ads are available by reservation only. The deadline for color ads is the Wednesday before the regular deadline. Contact *M.A.D.* for more information. Full-color ads are also available as special pull-out sections, as inserts, on the *M.A.D.* Web site, and in the annual Antiques Trade Directory supplement. Position is not guaranteed, even if you call ahead, with the exception of covers and centerspreads.

FTP

Files that can't easily be e-mailed can be sent via FTP over the *Maine Antique Digest* Web site. Go to www.maineantiquedigest.com, click on the FTP Ads link (to the right under the star at the top of the home page), and follow the instructions.

PROOFS

Proofs are sent on request. If you require a proof for approval prior to publication, ad materials must be in our office one week before the Wednesday deadline. Because of our printing schedule, we cannot guarantee that all changes can be made, but we will make every effort to assist you.

AD PLACEMENT

Position is not guaranteed, even if you call ahead, with the exception of covers and centerspreads. Most months the A, B, and C sections are all filled prior to deadline week.

Covers and centerspreads 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 Internet site at no extra charge, with dates, location, and contact information.

We group **classified** and **classified display ads** together. The classified display section is used to advertise quality contemporary arts and crafts and reproductions compatible with antiques. The rates for classified display and regular display ads are identical.

We group **real estate ads** together. **All other ads** are run of paper, placed at random, in approximately the order of arrival in our office, from the front of the paper toward the back.

The publisher reserves the right to reject any advertisement.

SPECIAL SECTIONS

Special pull-out sections are printed in either full color or black-and-white and in the same size and format as the rest of the paper. These are especially useful to show promoters but may also be useful for auctioneers, group shops, or private dealers. These special sections are available in increments of four pages and typically contain ads and promotional material for a particular event. For more information, call the *M.A.D.* office or go to the *M.A.D.* Web site and click on "Ad Rates" and then "Special Sections."

INSERTS

Call for availability and pricing.

DEADLINES

The deadline for black-and-white ads is the **first Wednesday** of each month. The deadline for color ads is one week earlier. Issues are mailed 10 days after the first Wednesday. *M.A.D.* deadlines are firm dates, and all material, including all ad copy and photographs, whether mailed or e-mailed, must be in our office by 5:00 p.m. on deadline day.

We strongly advise you to send electronic ads (e-mail or FTP) as early as possible.

Our printing schedule does not permit us to hold space past 5:00 p.m. on deadlines. Please allow plenty of time for your ad material to reach us.

CLASSIFIED ADVERTISING RATES

Maine Antique Digest classified ads are \$1.00 per word. **For 25 words or fewer, the cost is \$25.00 minimum charge.** Photographs or illustrations with classifieds are \$10 extra. Photos or cuts may be furnished by the advertiser in any size but will not exceed 1½" in publication. All classified ads must be paid in advance; no discounts apply. Tear sheets are not furnished for classified ads.

INTERNET ADVERTISING

M.A.D.'s Internet advertising is a quick, inexpensive way to deliver your ad in color to a global audience. There's no extra work for you, and your ad will link to your home page.

Any ad running in the printed *M.A.D.* can run on the Web for \$50 (includes up to 3 color pictures). If you don't indicate which pictures should run, *M.A.D.* will choose three. Additional pictures can be posted for \$5 each (no discounts). Show and auction ads are also linked to *M.A.D.*'s Internet calendar at no extra charge.

Dealer ads are put up on the Net in the Gallery section the Sunday following print publication and stay on the Net for one month. Gallery ads include a single thumbnail image. For an additional \$15 (total \$65), Gallery advertisers can have a multi-image thumbnail with up to ten different rotating images.

Show and auction ads are posted to the Web as soon as they are processed. Show and auction ads stay on the Web for one month, or until the next issue is published. Show and auction ads with no text or photo changes can be renewed until the event ends for \$25 a month. Changes or additions to the ad will incur the standard \$50 Internet advertising fee.

Internet Ads Not Running in Print:

To place on the Internet an ad that is not running in print: \$125 the first month, \$50 each additional month for the same ad with no changes. This includes 3 color pictures or graphics. For each additional picture, add \$5.

Link on *M.A.D.* Home Page:

To place a link to your Web site on our home page without a print or Internet ad: \$50 per month. For an additional \$15 (total \$65), links can have a multi-image thumbnail with up to ten different rotating images.

Auction Catalogs:

In some cases, full auction catalogs can be posted. Call for details.

ANTIQUES TRADE DIRECTORY

M.A.D.'s annual 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 directory includes listings (\$55 each) as well as full-color display ads. Call or see the Web site for details. Deadline for the 2013 Directory is September 14, 2012.

PAYMENTS/DISCOUNTS

- All display advertisers are eligible for a 10% discount on ads that are prepaid or paid within 10 days of receipt of invoice.
- First-time advertisers must send payment with the ad order. Of course, the 10% discount would apply.
- An additional 10% discount is available to advertisers who run the same ad for 6 months with no changes, paid in advance.
- Advertisers who spend over \$20,000 annually are eligible for a volume discount. Please call for details.
- 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.

CIRCULATION INFORMATION

Contrary to its title, *Maine Antique Digest* is not just a New England publication. Demographics are available on our Web site or in hard copy on request.

2012 DISPLAY AND CLASSIFIED DISPLAY AD SIZES & RATES

These prices are in effect through the January 2013 issue.

STANDARD AD DIMENSIONS

Standard ad dimensions are shown below. Any ad not fitting these standard dimensions will be charged at the rate of \$21.00 per column inch.

NOTE: Prices shown below are the basic cost (before discount).
 10% discount for prepayment or payment within 10 days of receipt of invoice. For discounted prices, see page 2.

Column Widths

72½ column inches per page.
 1 column1¾"
 2 columns3¾"

3 columns5¾"
 4 columns7¾"
 5 columns9¾"
 Centerspreads . . .21"

Color ads are available only in full-, half-, and some quarter-page sizes.

\$940
\$1275 Color
 Covers:
\$1030
\$1420 Color
 Centerspread:
\$2060
\$2725 Color
 Covers and centerspreads by reservation only.

Full Page ▲
 9¾ x 14½

\$742

3/4 Page ▲
 9¾ x 107/8

\$662

2/3 Page ▲
 9¾ x 911/16

\$389 **\$567**

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

\$479
\$695 Color

Vertical Half Page ▲
 4¾ x 14½

Back cover of the front section
 Half page, 9¾ x 73/16
 Can have horizontal or vertical orientation.
\$996 Color
\$479
\$695 Color

Horizontal Half Page ▲
 9¾ x 73/16

3-column Third Page
 5¾ x 8
\$327
\$327

Horizontal Third Page ▲
 9¾ x 4¾

\$327

Vertical Third Page ▲
 4¾ x 911/16

\$268
\$375 Color
5-column Quarter Page ▲
 9¾ x 3½
\$268
\$375 Color

2½-column Quarter Page ▲
 4¾ x 73/16

\$268
2-column Quarter Page
 3¾ x 9
\$268

3-column Quarter Page ▲
 5¾ x 6

2-column Sixth Page
 3¾ x 6
\$187
\$187

2½-column Sixth Page ▲
 4¾ x 4¾

\$139 **\$139**
 ▲ **2-column Eighth Page** ▲ **2½-column Eighth Page**
 3¾ x 4½ 4¾ x 3½
2-column Sixteenth Page
 3¾ x 23/8
 ▼ **\$103** **\$103**

1-column Sixteenth Page ▲
 1¾ x 4¾