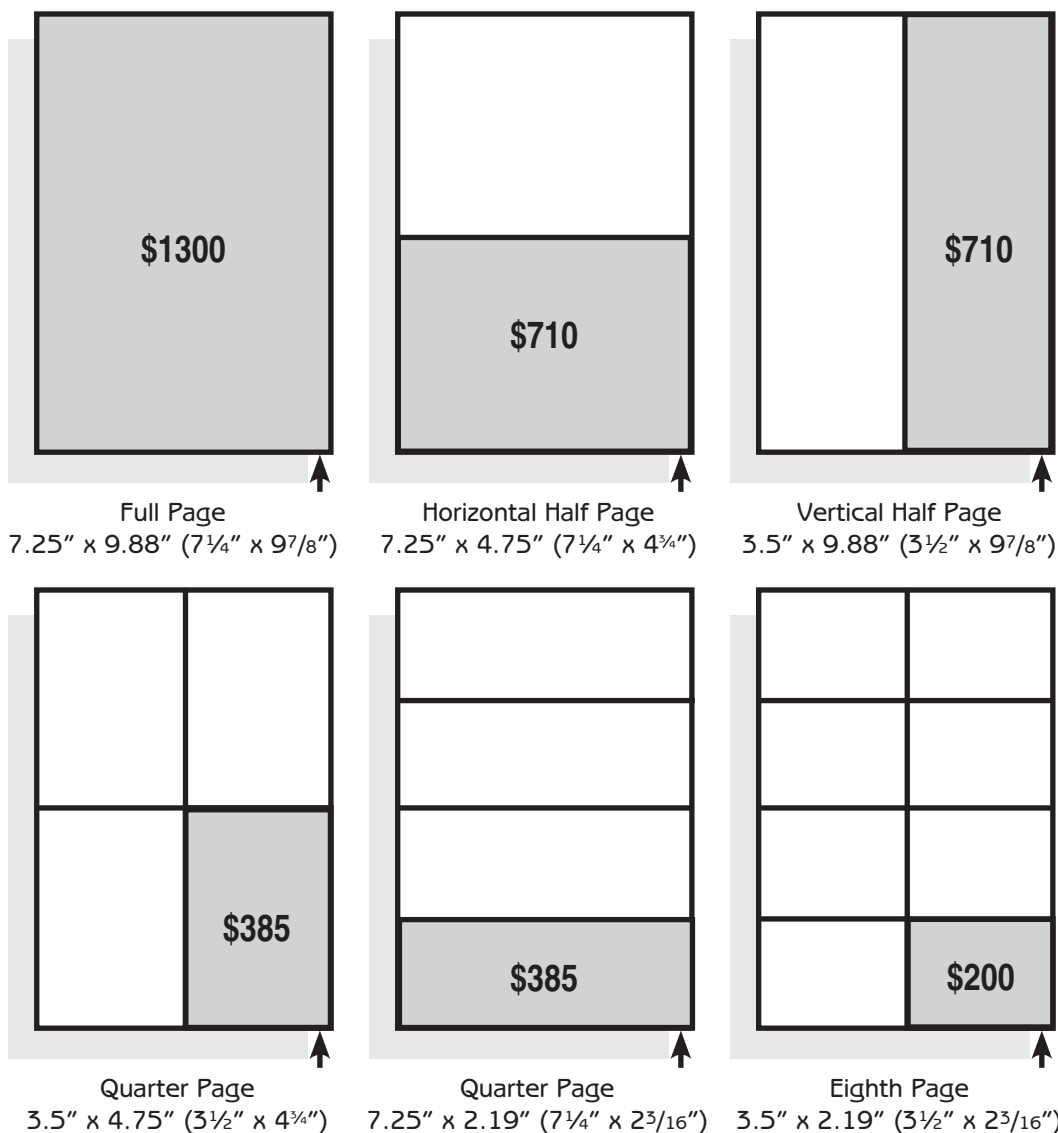


Ad Sizes for 2016 Antiques Trade Directory

Ads by reservation only. Call before August 14, 2015.



No Bleeds (except on back cover)

Maine Antique Digest

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
(207) 832-7534 • FAX (207) 832-7341
mad@maineantiquedigest.com • www.maineantiquedigest.com

Specifications for Color Ads in M.A.D.'s 2016 Antiques Trade Directory

Ads by reservation only. Call before August 14, 2015.

All ad space must be reserved by August 14. All ad copy and materials must be in our office by 4:30 PM on Friday, September 11.

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*

***Payment** – Advertising invoices will be mailed on December 15, 2015.

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

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 grayscale and color images must be scanned at 300 dpi and sized to within 10% of the final size to be used in layout. Make sure images, including logos, are at high resolution before making the PDF file.
2. All color scans and graphics must be converted to CMYK (not RGB).
3. Line-art scans should be at least 600 dpi and sized to within 10% of the final size to be used in layout.
4. Save PDFs as “press-optimized” and version 1.3 (PDF/x-1a) compatible.

If M.A.D. produces your ad for you: Send us your copy, images (high-resolution digital images, photographic prints, slides, or color transparencies—no negatives, please), and a rough sketch of the proposed layout. We will create the ad and send you a color proof prior to publication. There is no additional charge for layout services.

All advertisers receive a free standard listing in the 2016 Trade Directory (\$60 value).