

MAINE ANTIQUE DIGEST

2023

Advertising Information



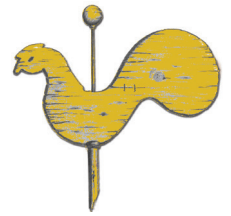
Toll-Free 1-877-237-6623 • Email ads@maineantiquedigest.com

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 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
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. When sending from your phone choose the largest file option.
- 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**. Design elements (text and images) should **NOT** run from one page to the other.

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:
FIRST WEDNESDAY of the 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 and is also posted on *M.A.D.*'s website. The directory includes listings (\$65 each) as well as full-color display ads. Call or see the website for details. Deadline for the 2024 directory is September 15, 2023.

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.
- Display advertisers that prepay for six months or more of advertising will receive a 20% discount.
- 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.

2023 DISPLAY AD SIZES & RATES

These prices are in effect through the January 2024 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"

2 columns 3 3/4"

3 columns 5 3/4"

4 columns 7 3/4"

5 columns 9 3/4"

Color prices shown in red.

Full Page

Color \$1365
B&W \$1005

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

Color \$1100
B&W \$800

3/4 Page ▲
9.75 x 10.20

2/3

Color \$995
B&W \$710

2/3 Page ▲
9.75 x 9.0

3-column 3/5 Page
5.75 x 13.75

Color \$855
B&W \$610

3/5

2/5

Color \$590
B&W \$420

3-column 2/5 Page
5.75 x 9.45

Color \$590
B&W \$420

2-column 2/5 Page
3.75 x 13.75

1/2

Color \$745
B&W \$515

Vertical 1/2 Page ▲
4.75 x 13.75

1/2

Color \$745
B&W \$515

Horizontal 1/2 Page ▲
9.75 x 6.80

3-column 1/3 Page
5.75 x 7.75

Color \$495
B&W \$350

1/3

Color \$495
B&W \$350

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

Color \$495
B&W \$350

1/3 Page Ad ▲

Color \$405
B&W \$290

1/4

2-column 1/4 Page
3.75 x 9.0

Color \$405
B&W \$290

3-column 1/4 Page ▲
5.75 x 5.70

Color \$405
B&W \$290

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

1/4

Color \$405
B&W \$290

5-column 1/4 Page ▲
9.75 x 3.30

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

Color \$280
B&W \$200

Color \$280
B&W \$200

1/6

3-column 1/6 Page
5.75 x 4.0

Color \$280
B&W \$200

1/8

Color \$210
B&W \$147

Color \$210
B&W \$147

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 1/16 Page
4.75 x 1.75 ▼

Color \$155
B&W \$110

1/16

B&W \$110

Color \$155

B&W \$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**



INTERNET ADVERTISING

- Reach out beyond our subscriber base to a global audience by advertising on the *M.A.D.* website.
- **Show and auction ads:** These ads appear on the homepage, listed by date. They are \$60 when combined with a print ad and \$140 for Internet only. Includes three images. Additional images are \$5 each. Includes links to your website or online auction platform. Renewal is \$30 without changes and \$60 with changes. Ads also running in print are posted by the Monday following print publication. Internet-only ads can be posted as soon as they are created. Dates are added to our calendar for free. A direct link can be listed in this section, without an ad, for \$60.
- **Featured show and auction ads:** \$45 upgrade for added visibility. Makes your ad stand out from the rest by displaying it in a featured section front and center on the homepage.
- **Dealer Ads:** \$60 per month. Each ad receives a thumbnail that is added to a rotation at the top of the website.

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.

- **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.