



# ANTIQUES

## & Collecting Magazine



Effective January 2010

**Delivering to 32,000 readers nationally in a Quality Monthly Magazine.**

### Display Advertising rates

#### Four-Color rates

size	1x	3x	6x	12x
Full	\$899	\$850	\$807	\$775
2/3	638	608	579	552
1/2	500	474	450	427
1/3	349	332	316	302
1/4	302	286	273	259
1/6	248	236	226	213
1/8	203	193	184	175

#### Black & White rates

size	1x	3x	6x	12x
Full	\$671	\$637	\$604	\$583
2/3	478	455	433	413
1/2	374	356	337	320
1/3	261	248	237	226
1/4	226	214	204	194
1/6	185	176	169	159
1/8	138	131	126	119

Cover 2 — \$1200; Covers 3 & 4 — \$1100

### Display Advertising Dimensions\*

<b>Full Page</b> 7"w. x 10"d.	<b>one-Fourth Page</b> 3 7/16"w. x 4 7/8"d. - V
<b>two-thirds Page</b> 4 9/16"w. x 9 3/4"d. - V	<b>one-sixth Page</b> 4 9/16"w. x 2 3/8"d. - H
<b>half Page</b> 7"w. x 4 7/8"d. - H	<b>one-eighth Page</b> 3 7/16"w. x 2 3/8"d. - H
<b>one-third Page</b> 7"w. x 3 1/8"d. - H	<b>h - horizontal</b>
2 3/16"w. x 9 3/4"d. - V	<b>v - vertical</b>
4 9/16"w. x 4 13/16"d. - sq.	

### Mechanical Requirements

- Publication trim size: 8" x 10 3/4".
- Black-and-white recommended line screen: 133.
- Color recommended line screen: 133 (not greater than 150).
- For sending a file on disk, we accept 3 1/2-inch floppy disks, Zip disks, or CDs. We utilize a Macintosh platform. Applications used can be QuarkXpress (up to 6.5), Adobe Photoshop (8.0), and Adobe Illustrator (11.0). Be sure to include all fonts and graphics used with your document. Please call for information on our latest upgrades.

E-MAIL AD COPY TO:

**ADS@ACMAGAZINE.COM**

**1006 South Michigan Avenue, Chicago, Illinois 60605**

**Phone: 312-939-4767 • Fax: 312-939-0053**

**1-800-762-7576 • ads@acmagazine.com • www.acmagazine.com**

### Proofs

No proofs of advertising will be sent unless authorized by client. NOTE: Checking copies are sent to all display advertisers.

### "the Mart" Classified rates

(all Classified ads Payable in advance)

50¢ per word, with the first three (3) words in caps and boldface. 70¢ per word in large type, with the first three (3) words in caps and boldface. (Minimum: \$10 per ad). Bold borders above and below ad: \$2. Special Rates for consecutive ads: 4 times for the price of 3; 8 times for the price of 6; 12 times for the price of 9. (A classified order form is available inside the magazine.)

### "the Mart" Display rates

size	1x	3x	6x	12x
2 3/16-inch x 1-inch	\$40	\$38	\$36	\$34
2 3/16-inch x 2-inch	80	76	72	68
2 3/16-inch x 3-inch	120	114	108	102

### Payment Terms (Display)

Invoices are dated with the issue mailing date, and terms are NET 30 days. 1 1/2% per month will be added to all accounts over 30 days old. Advertising agency placing insertion order will be billed for payment; however, publisher reserves the right to hold both agency and advertiser liable for any unpaid payments due to the publisher.

### Publisher's Policy

NO CANCELLATIONS accepted after the closing copy deadline, nor is any liability assumed as to instructions received after closing dates. The publisher reserves the right to reject, cancel, or omit any advertising at any time for any reason. The publisher's responsibility in regards to failure, mistake, or default on its part shall be limited to re-publishing the incorrect portion of advertising in the next available issue, and/or refunding all or a portion of charges, which may have been paid to publisher. Advertising material will be kept for one year unless return is specifically requested in writing. The opinions expressed by contributors to Antiques & Collecting Magazine do not necessarily reflect those held by the publisher. Antiques & Collecting Magazine reserves the right to reject any advertising.

issue	Deadlines	Mail Date
January Issue	December 4th	December 15th
February Issue	January 4th	January 15th
March Issue	February 2nd	February 16th
April Issue	March 3rd	March 15th
May Issue	April 2nd	April 15th
June Issue	May 3rd	May 17th
July Issue	June 4nd	June 15th
August Issue	July 2nd	July 15th
September Issue	August 3rd	August 16th
October Issue	September 2nd	September 15th
November Issue	October 4th	October 15th
December Issue	November 2nd	November 15th

