

MAINE ANTIQUE DIGEST



2018 ADVERTISING INFORMATION

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

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<p>January</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30 31</p> <p>FEBRUARY issue mailed January 13</p>	<p>February</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28</p> <p>MARCH issue mailed February 17</p>	<p>March</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30 31</p> <p>APRIL issue mailed March 17</p>	<p>April</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30</p> <p>MAY issue mailed April 14</p>
<p>May</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30 31</p> <p>JUNE issue mailed May 12</p>	<p>June</p> <p>1 2</p> <p>3 4 5 6 7 8 9</p> <p>10 11 12 13 14 15 16</p> <p>17 18 19 20 21 22 23</p> <p>24 25 26 27 28 29 30</p> <p>JULY issue mailed June 16</p>	<p>July</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30 31</p> <p>AUGUST issue mailed July 14</p>	<p>August</p> <p>1 2 3 4</p> <p>5 6 7 8 9 10 11</p> <p>12 13 14 15 16 17 18</p> <p>19 20 21 22 23 24 25</p> <p>26 27 28 29 30 31</p> <p>SEPTEMBER issue mailed August 11</p>
<p>September</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>²³ 24 25 26 27 28 29</p> <p>₃₀</p> <p>OCTOBER issue mailed September 15</p>	<p>October</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30 31</p> <p>NOVEMBER issue mailed October 13</p>	<p>November</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30</p> <p>DECEMBER issue mailed November 17</p>	<p>December</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>²³ ²⁴ 25 26 27 28 29</p> <p>₃₀ ₃₁</p> <p>JANUARY issue mailed December 15</p>

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

Internet www.maineantiquedigest.com • E-mail ads@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 (highest setting on your camera or 300 dpi).
- Prints and hard copy logo art may be supplied in lieu of digital images. These will be scanned and returned to you.

If you create your own ad:

- Digital images should be a minimum resolution of 300 dpi (dots per inch).
- Line art, such as logos, must be at least 600 dpi.
- Black text must be 100% black.
- Colored text must be at least 10 point and CMYK.
- If using black background, set to 100% black and 40% cyan.
- Please send PDFs sized exactly to *M.A.D.*'s size specifications. **NO crop marks.**
- Proofread your ad carefully. With few exceptions, we cannot make changes to or correct PDFs.
- PDFs must be supplied as PDF/X-1a:2001. This is best for our print production. **Fonts and images must be embedded.** In lieu of a PDF, we accept files in Adobe InDesign (PC or Mac).
- 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 FTP over the *Maine Antique Digest* website. Call or e-mail for details.

AD PLACEMENT

- **Position is not guaranteed**, with the exception of covers and centerspreads.
- **Covers and centerspreads** are available 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 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

All ads and/or advertising materials must be in our office by the end of the business day on the FIRST WEDNESDAY of each month to ensure that your ad will be included in the issue.

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. Illustrations will not exceed 1½" in publication. All classified ads must be paid in advance; no discounts apply.

SPECIAL SECTIONS

Special pull-out sections are printed in either full color 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 printed and bound separately and mailed as a supplement to the January issue. The Trade Directory will also be posted on *M.A.D.*'s website for all of 2019. The directory includes listings (\$60 each) as well as full-color display ads. Call or see the website for details. Deadline for the 2019 directory is September 14, 2018.

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.
- An additional 10% discount applies to ads that run for six months with no changes, paid in advance.
- 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.

INTERNET ADVERTISING

- *M.A.D.*'s Internet advertising is a quick, inexpensive way to deliver your ad in color to a global audience.
- Any ad running in the printed *M.A.D.* can run on our website for \$55 (includes up to three color pictures). If you don't indicate which pictures should run, *M.A.D.* will choose three. Additional pictures can be included for \$5 each (no discounts).
- **Dealer ads** are posted to *M.A.D.*'s website the Monday following print publication and stay up for one month. These ads include a single thumbnail image.

continued on back cover

2018 DISPLAY AD SIZES & RATES

These prices are in effect through the January 2019 issue.

STANDARD AD DIMENSIONS

Any ad not fitting these standard dimensions shown below will be charged at the rate of \$21 per column inch (b&w) or \$30 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

72½ column inches per page.	4 columns..... 7¾"
1 column..... 1¾"	5 columns..... 9¾"
2 columns..... 3¾"	Centerspreads..... 21"
3 columns..... 5¾"	

Color prices shown in red.

\$960
Color \$1300

Covers:
\$1050
Color \$1450

Centerspread:
\$2100
Color \$2800

Covers and centerspreads by reservation only.

Full Page ▲
9¾ x 14½

\$760
Color \$1050

¾ Page ▲
9¾ x 107/8

\$675
Color \$945

⅔ Page ▲
9¾ x 911/16

3-column
3/5 Page
5¾ x 14½

\$580 Color \$815	\$400 Color \$560
\$400 Color \$560	2-column 2/5 Page 3¾ x 14½
3-column 2/5 Page 5¾ x 911/16	

\$490
Color \$710

Vertical ½ Page ▲
4¾ x 14½

Back cover of the front section
Half page, 9¾ x 6¾
Can have horizontal or vertical orientation.

\$490
Color \$710

Horizontal ½ Page ▲
9¾ x 73/16

3-column
1/3 Page
5¾ x 8

\$335
Color \$470

\$335
Color \$470
Horizontal 1/3 Page
9¾ x 4¾

1/3 Page Ads ▲

2½-column
Vertical 1/3 Page
4¾ x 911/16

\$335
Color \$470

1/3 Page Ad ▲

\$275
Color \$385

2½-column
1/4 Page
4¾ x 73/16

2-column
1/4 Page
3¾ x 9

\$275
Color \$385

3-column 1/4 Page ▲
5¾ x 6

2½-column
1/6 Page
4¾ x 4¾

3-column
1/6 Page
5¾ x 4

\$190
Color \$265

\$190
Color \$265

\$190
Color \$265

1/6 Page Ads

\$275
Color \$385

5-column 1/4 Page ▲
9¾ x 3½

2-column
1/6 Page
3¾ x 6

\$140
Color \$200

\$140
Color \$200

2½-column
1/8 Page
4¾ x 3½

2-column
1/8 Page
3¾ x 4½

1/8 Page Ads

FRONT-COVER ADVERTISING

4¾ x 2 \$1000

2¼ x 2 \$500

\$105

Color \$145

2½-column
1/16 Page
4¾ x 1¾

2-column
1/16 Page
3¾ x 23/8

\$105

Black and White Only

\$105

1-column 1/16 Page ▲
1¾ x 4¾

MAINE ANTIQUE DIGEST



PO Box 1429
Waldoboro ME 04572

Advertising information continued from page 2

- **Show and auction ads** are posted to *M.A.D.*'s website as soon as they are processed and stay on the site for one month, or until the next issue is published. Show and auction ads can be renewed with no text or photo changes until the event ends for \$25 a month. Changes or additions to the ad will incur the standard \$55 Internet advertising fee.
- **Show and auction ads** are included on *M.A.D.*'s Internet calendar at no extra charge.
- **Internet ads not running in print** are \$135 for the first month, \$55 for each additional month for the same ad with no changes. This includes three color photos or graphics. For each additional picture, add \$5.
- **A direct link on the *M.A.D.* website to your website** without a print or Internet ad costs \$55 per month.
- **Auction catalogs**, in some cases, can be posted. Call for details.

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. **Home page ads** include:

- **Top Banner ad:** \$800 per month
(1024 x 128 pixels, 14.22" wide x 1.778" high)
- **Block ad:** \$350 per month
(315 x 265 pixels, 4.375" wide x 3.681" high)
- **Half Block ad:** \$175 per month
(315 x 125 pixels, 4.375" wide x 1.736" high)
- **Footer ad:** \$175 per month
(515 x 105 pixels, 7.153" wide x 1.458" high)
- **Calendar page ad:** \$500 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.

SPECIAL ADVERTISING INSERTS

Call for availability and pricing.