

AMERICAN
NUMISMATIC
ASSOCIATION

2024

BOOST YOUR BUSINESS,
events, or club when you advertise with the ANA.

MEDIA KIT

A M E R I C A N
NUMISMATIC
A S S O C I A T I O N

Established in 1891, the American Numismatic Association (ANA) is a non-profit organization with a congressional charter, committed to the exploration, accumulation, and admiration of coins, paper currency, and various numismatic items.

Over the years, the ANA has evolved into a vital hub for collectors, scholars, and enthusiasts. Our primary goal is to advance the field of numismatics through educational initiatives, conventions, publications, and online platforms, fostering a community of shared knowledge and passion.

In addition, the ANA manages the Money Museum in Colorado Springs, Colorado. The museum showcases a diverse collection of rare coins, paper currency, and related artifacts, offering visitors an engaging journey into the captivating realm of currency.

**ADVERTISING & SPONSORSHIP
OPPORTUNITIES**

- *The Numismatist*
- The Reading Room
- Dealer Directory
- E-Newsletter Digital Banner Advertising
- Show Guide Advertising
- National Money Show® Title Sponsorship
- World's Fair of Money® Title & Prime Sponsorships
- Summer Seminar Sponsorship
- National Coin Week Sponsorship
- E-Learning Academy Official Sponsorship



2023 DIGITAL STATS

2023 YEAR IN REVIEW - MONEY.ORG

1 Million+ Visits

Page Views: **3M+**

New Users: **600K+**

Google Search Impressions: **15.4M**

DEALER DIRECTORY

225,000+ Visits

Page Views: **425K+**

New Users: **152K+**

Google Search Impressions: **1.3M**

THE NUMISMATIST DIGITAL PAGES

1,422,687 Page Views

TOTAL EMAIL SENDS:

1,335,821

E-NEWSLETTER: MONEY MAIL 2023 -

Average Open: **17.95%**

Average Click Thru: **22.22%**

TOTAL SOCIAL AUDIENCE:

70,895

Facebook: **31,062**

X: **16,329**

Instagram: **7,712**

YouTube: **14,085**

LinkedIn: **2,206**

WHEN YOU CHOOSE TO COLLABORATE WITH US,

you'll benefit from marketing solutions tailored to your specific requirements. Whether you're looking for an advertisement or a comprehensive campaign, we'll work closely with you to bring your vision to life.

EXPLORE our menu of advertising solutions such as *The Numismatist*, the coin collectors premier monthly magazine, and the ANA's Reading Room online magazine. Made for the digitally minded hobbyist, the Reading Room features exclusive columns, news stories, and audio recordings uploaded weekly. These offerings are meticulously crafted to accommodate businesses of all sizes. By combining these solutions into a cohesive campaign, you'll extend your reach and garner the recognition that drives customer engagement.

OUR OFFERINGS span a wide spectrum, and our team is poised to leverage our expertise to customize them to suit your unique needs. Plus, if you encounter a marketing challenge, rest assured that we'll develop custom solutions to address it effectively. Our dedicated representatives are always on hand to provide assistance.

MEET OUR TEAM



Nathan McAllister

Advertising and Sponsorship Sales Manager



Shayla Bradford

Creative Services Associate



Caleb Noel

Editor-in-Chief



Amanda Miller

ANA Marketing and Communications Director



Ben Scott

Creative Services Manager

[EMAIL ADVERTISING@MONEY.ORG](mailto:ADVERTISING@MONEY.ORG)

OUR MISSION: The American Numismatic Association is a nonprofit educational organization dedicated to educating and encouraging people to study and collect coins and related items. The Association serves collectors, the general public, and academic communities with an interest in numismatics. The ANA helps all people discover and explore the world of money through its vast array of programs, including its education and outreach, museum, library, publications, conventions, and seminars.

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

THE Numismatist

The official publication of the ANA—
focuses on the fun, the history, and
the allure of coin collecting.

This beautifully illustrated monthly magazine is packed
full of articles and features written by leading numismatic
experts covering all facets of the hobby, from coins and
tokens to medals and paper money – plus hobby news
from across the globe.

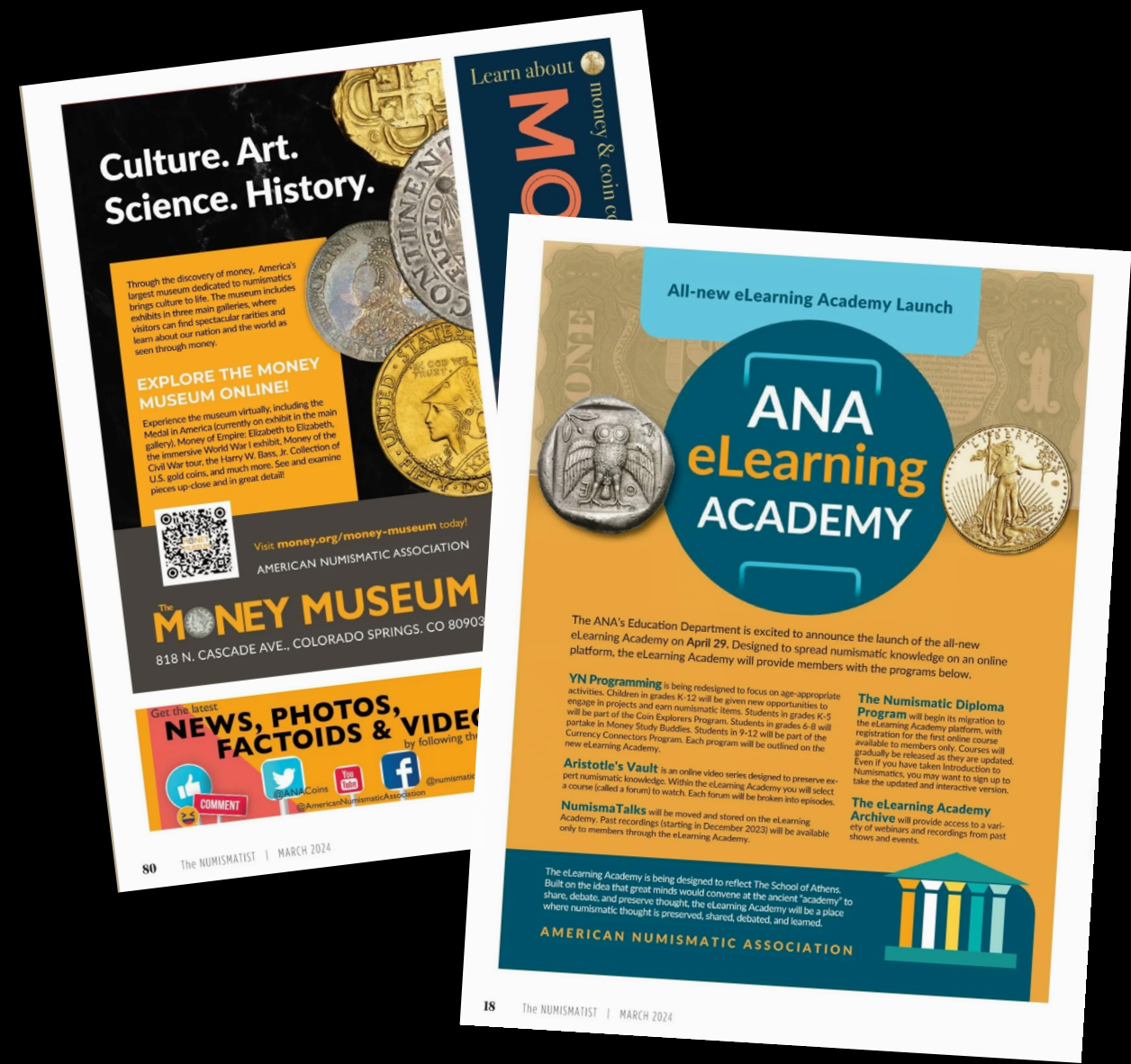
[READ THE PREVIEW ISSUE](#)



AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

THE Numismatist

Print/Digital Advertising Rates & Size Guidelines



***15% increase for non-numismatic companies**

Have the ANA design your ad!
(Two revisions max)

FULL 7.37" x 9.77" or full page bleed- 9.375" x 11.8875"
(trim size: 8.375" x 10.975", working area: 7.37" x 9.77")

	1 Month	3 Months	6 Months	12 Months
	\$2,254	\$2,139	\$2,029	\$1,909
	\$1,903	\$1,807	\$1,712	\$1,614

Camera ready discount

TWO THIRDS VERT. 4.75" x 9.77"
HORIZ. 7.25" x 6.5"

\$1,484	\$1,413	\$1,338	\$1,305
\$1,253	\$1,191	\$1,130	\$1,102

Camera ready discount

HALF VERT. 3.5" x 9.77" HORIZ. 7.35" x 4.75"

\$1,239	\$1,179	\$1,114	\$1,055
\$1,046	\$995	\$941	\$889

Camera ready discount

ONE THIRD VERT. 2.18" x 9.77"
HORIZ. 7.35" x 3.18"

\$750	\$714	\$674	\$637
\$634	\$602	\$568	\$538

Camera ready discount

QUARTER VERT. 3.5" x 4.75" HORIZ. 5.1" x 3.86"

\$677	\$649	\$608	\$580
\$571	\$546	\$514	\$489

Camera ready discount

SIXTH VERT. 1.93" x 4.75" HORIZ. 5.1" x 2.54"

\$517	\$490	\$461	\$442
\$437	\$414	\$389	\$373

Camera ready discount

TWELFTH 2.07" x 2.19"

\$256	\$246	\$233	\$220
\$216	\$205	\$197	\$186

Camera ready discount

CLASSIFIEDS 75 cents per word, with a \$20 minimum charge. 10% discount for ads that run three or more times with no changes.

AMERICAN NUMISMATIC ASSOCIATION ADVERTISING OPPORTUNITIES

MARGIN ADS

Margin ads appear in the digital version of *The Numismatist* outside the page, and can show on all pages or specific pages. These ads provide an extended view time for the reader.

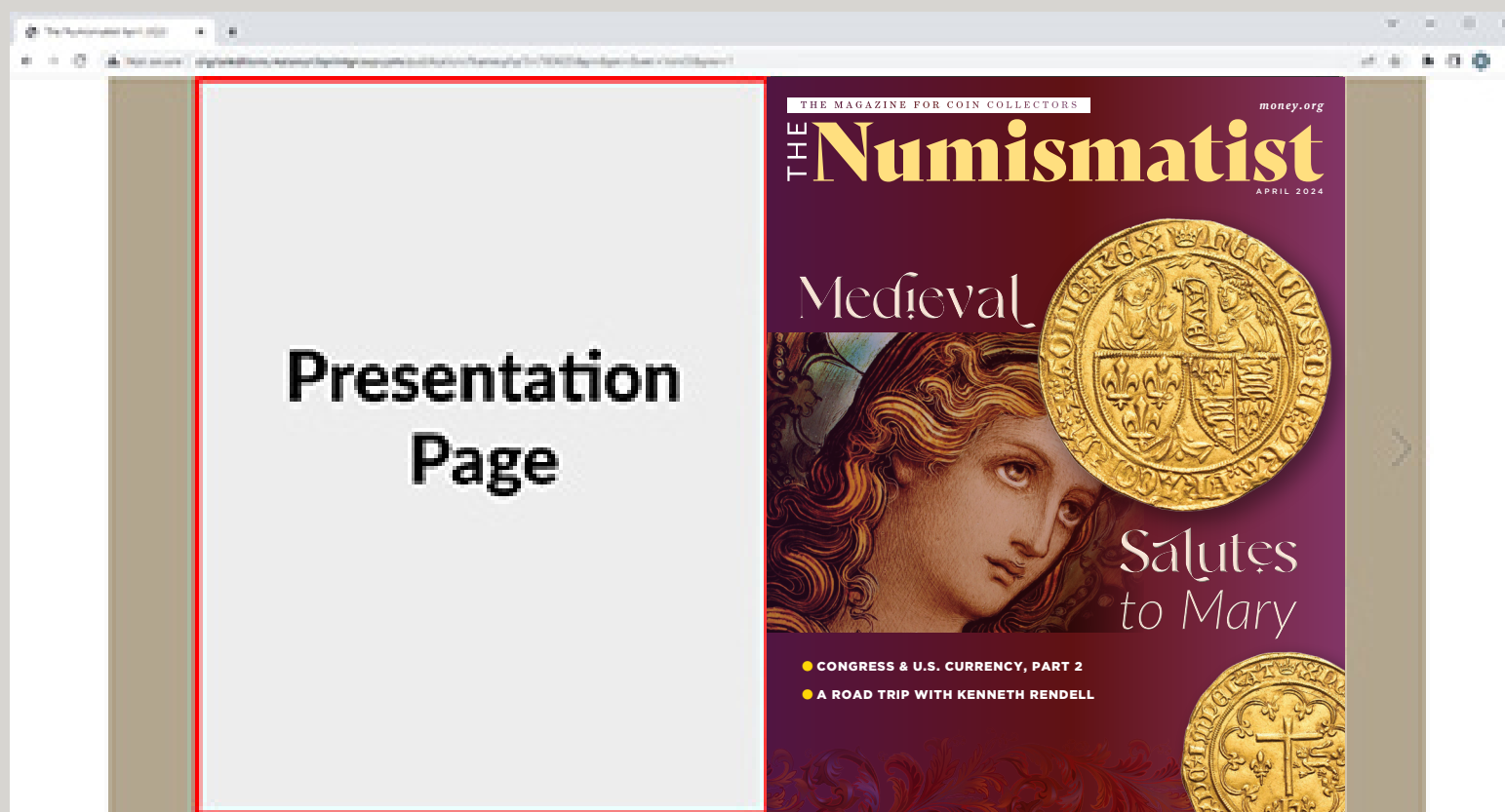
500 x 2500px

Right Hand Placement: \$625/month

Left Hand Placement: \$450/month



PRESENTATION PAGES



A presentation page appears opposite the front cover and is the first message most viewers see.

8.375" x 10.975"

\$750/month

THE Numismatist

Digital Advertising Rates & Size Guidelines

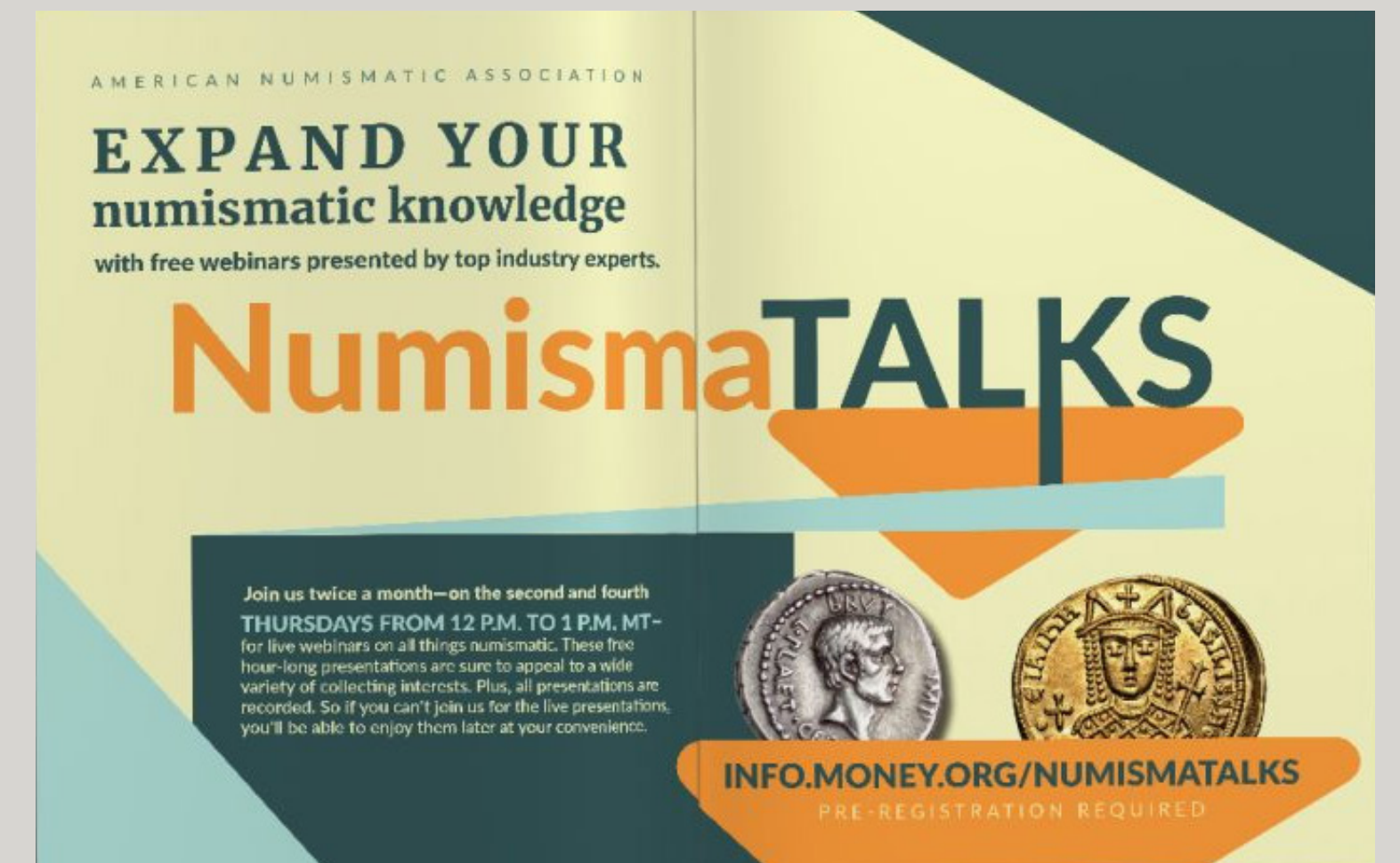
DOUBLE TRUCK

These two-page spreads can be placed anywhere in the digital or print editions and are sure to catch readers' attention. This option is perfect for pairing multiple images and bold graphics with engaging copy.

16.75" x 10.8625"

Add .25" bleed without crop marks for print

Digital Edition: \$1,250/month Print: Contact advertising@money.org for more info.



VIDEO OR AUDIO

Video options include embedded or pop-up videos within the digital edition that can auto-start or click-to-start; or links to external videos that open in another

\$500/month

BLOW-IN CARD

Contact advertising@money.org for more info.

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

THE Numismatist

Magazine Production Deadlines 2024



2024 ISSUE	Insertion Order	Not Camera Ready	Camera Ready	Online	Mailed
January	November 27	November 27	November 30	December 15	December 14
February	December 29	December 29	January 2	January 15	January 16
March	January 27	January 27	January 31	February 15	February 20
April	February 27	February 27	February 29	March 15	March 14
May	March 29	March 29	April 1	April 15	April 16
June	April 26	April 26	April 29	May 15	May 14
July	May 27	May 27	May 30	June 15	June 18
August	June 24	June 24	June 28	July 15	July 16
September	July 26	July 26	July 29	August 15	August 13
October	August 29	August 29	September 2	September 15	September 17
November	September 27	September 27	September 30	October 15	October 15
December	October 25	October 25	October 28	November 15	November 12

AMERICAN NUMISMATIC ASSOCIATION ADVERTISING OPPORTUNITIES

The Numismatist is a controlled-circulation, educational magazine published monthly and distributed to all American Numismatic Association (ANA) members as a membership benefit. Print and online circulation is currently 26,000; each issue is 96 to 104 pages.

General Information: Advertisers of numismatic material must be ANA members. Contracts are available for 1-, 3-, 6- and 12-time placement. Frequency will be consecutive unless otherwise scheduled. Page position can be requested for regular advertisements, but cannot be guaranteed. No advertisements will be accepted from minors unless accompanied by a statement of financial responsibility signed by a parent or legal guardian. In keeping with the Hobby Protection Act, advertisements for reproductions or imitations of numismatic items must clearly state that they are not original. Photographs of these items must show they have been marked with the word "COPY" and must include the date of manufacture.

Any company advertising numismatic goods or services must include in its advertisement the name and membership number of a least one affiliated ANA member employed as a principal officer of that company. *The Numismatist* reserves the right to edit copy and/or require payment in advance. The publisher may decline or cancel any advertisement at their discretion.

Member Rates: Members may qualify for a 3% discount, provided camera-ready artwork is supplied by the member. Ads must adhere to published guidelines. *The Numismatist* assumes no responsibility for artwork furnished by the advertiser or agency. Rates on this card are for "run of publication." Guaranteed placement and preferred placement are available.

Guaranteed ad placement is available for 35% above the rate for regular advertisements. Guaranteed-placement ads are placed on a specific page for the duration of the contract. All positions subject to availability.

THE Numismatist

More Information

Preferred ad placement is available for 20% above the rate for regular advertisements. Preferred-placement ads are positioned in the first third of the magazine, as far forward as possible.

Inserts, Bind-in Cards or Tip-on: Contact the ANA Advertising Sales Manager, 719-482-9867 or nmcallister@money.org.

Deadline: To ensure insertion in the desired issue, copy must be received by the deadline stated in this schedule. Ad copy can be changed each issue, but if new copy is not received from contract advertisers by the deadline, the previous month's ad will be repeated.

Direct correspondence and advertising materials, along with the name and number of the affiliated ANA member, to:

The Numismatist Advertising, 818 North Cascade Ave.,
Colorado Springs, CO 80903-3279 • advertising@money.org

ADVERTISING SALES MANAGER:

Nathan McAllister • 719-482-9867 • nmcallister@money.org

ADVERTISING PRODUCTION COORDINATOR:

Shayla Bradford • 719-482-9850 • sbradford@money.org



AMERICAN NUMISMATIC ASSOCIATION ADVERTISING OPPORTUNITIES

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“Camera-Ready” is artwork that is properly prepared to fit the specified format and is ready for publication. Camera-ready art requires no alterations, resizing or editing by *The Numismatist*.

ACCEPTABLE DIGITAL FILE FORMATS:

- InDesign 17.0 (or earlier) – Go to File > Package to including all fonts and linked/embedded images.
- Illustrator CS (or earlier) – Linked or embedded image files must accompany Illustrator file.
- Photoshop CS (or earlier) – CMYK, save as .eps
- High-resolution (press-ready) PDF images used in ads should be 300 dpi (with a 150-line screen) and saved as CMYK documents.

ACCEPTABLE MEDIA/TRANSFER: Email sbradford@money.org, nmcallister@money.org or advertising@money.org. Compression: Mac format–Stuffit; PC format–Zip/zip files with BinHex translation

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Shayla Bradford • 719-482-9850 • sbradford@money.org



THE Numismatist

More Information

Design Services: Have the ANA design your ad. Advertisers may submit headlines, body copy, call-to-action, photographs, artwork and logos for production by *The Numismatist* in-house designer. Two revisions max. Design specifications will be met as closely as possible. The camera-ready discount does not apply.

Contract Cancellation requires 7 weeks' notice prior to the issue's cover date. All contracts canceled with less than 7 weeks' notice will incur a one-time fee at 50% of the inventory reserved.

Reference Policy: Advertisers of numismatic material are required to be members of the American Numismatic Association and must submit the name and ANA membership number of owners and/or principal officers of the firm. The ANA may require one banking reference and/or up to three business references.

Remittance is due upon receipt of the invoice. A monthly service charge of 1.5% will be applied to balances unpaid over 30 days. Advertisers whose accounts are more than 90 days past due may be subject to membership expulsion.

Classified Advertising:

Rates are .75 cents per word, with a \$20 minimum charge. Payments must accompany advertisements. Deadline for submitting classified ads is the 15th day of the month, two months preceding the issue in which the ad is to appear. Deduct 10% from the total price if the ad is to run three or more times consecutively with no changes.

Classified advertising is automatically renewed in billing cycles of 3, 6 or 12 months. Classified advertising will run until notified by the advertiser, and require a 7-week cancellation notice prior to the issue's cover date.

Classified ads can be submitted via U.S. mail or email; no hand written ads are accepted. Ads received after the deadline will be held for the next issue. No refunds will be given for canceled ads.

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

THE *Reading* ROOM

Where coin collectors stay
up-to-date on the latest and
greatest stories in the hobby.



ANA ADVERTISING
OPPORTUNITIES



THE Reading ROOM

Catered to the digitally savvy collector, this online magazine offers breaking news stories, op-eds from up-and-coming voices in the hobby, exclusive columns and features, and audio versions of articles so you can listen on the go.

CHECK OUT THE READING ROOM

Reach your target audience and increase your brand awareness with display advertising. These dynamic ads allow your company to track key metrics such as reach, click-through rate, bounce rate, conversion (SP), and return on investment (ROI).

HOME PAGE

EXCLUSIVE LEADERBOARD – 100% Share of Voice [SOV]
only one spot available!

Size: 1801 x 423 pixels

\$1,500/month

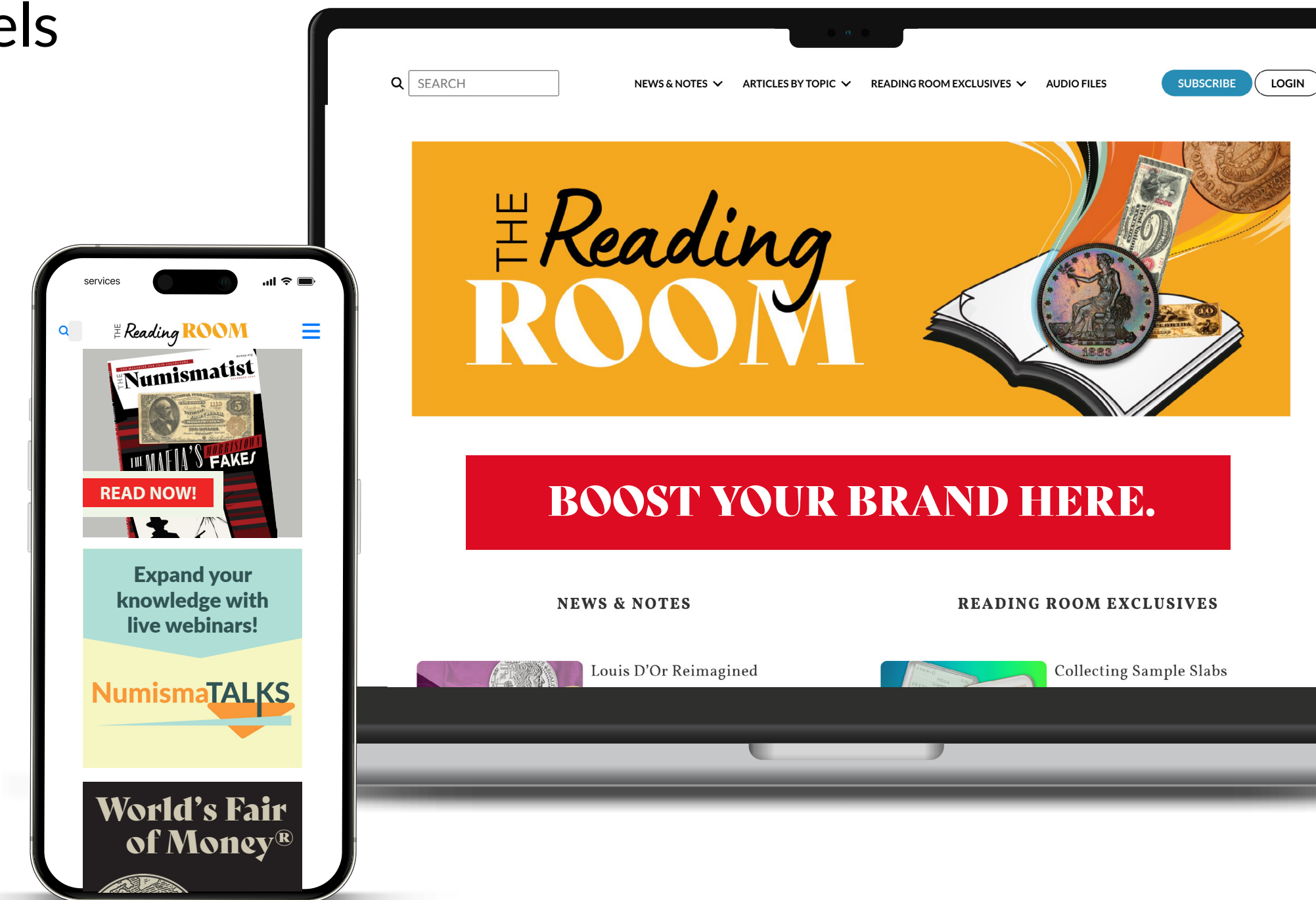
FEATURED SQUARE AD SPACE

only three spots
available!

Placed near footer

Size: 1080 x 1080

\$750/month



***15% increase for non-numismatic companies**

ANA ADVERTISING
OPPORTUNITIES



THE Reading ROOM

The Reading Room offers prime advertising space in category-specific sections. The Reading Room is optimized to work on all mobile and desktop devices.

News & Notes is available to both non-members & ANA members

LEADERBOARD

EXCLUSIVE – (100% SOV) only one spot per category available.

Size: 1801 x 423 pixels

Articles By Topic \$550/month

Just Starting Out

U.S. Coins

Paper Money

Tokens and Medals

Ancient & Medieval

Counterfeit Detection

Collecting on a Budget

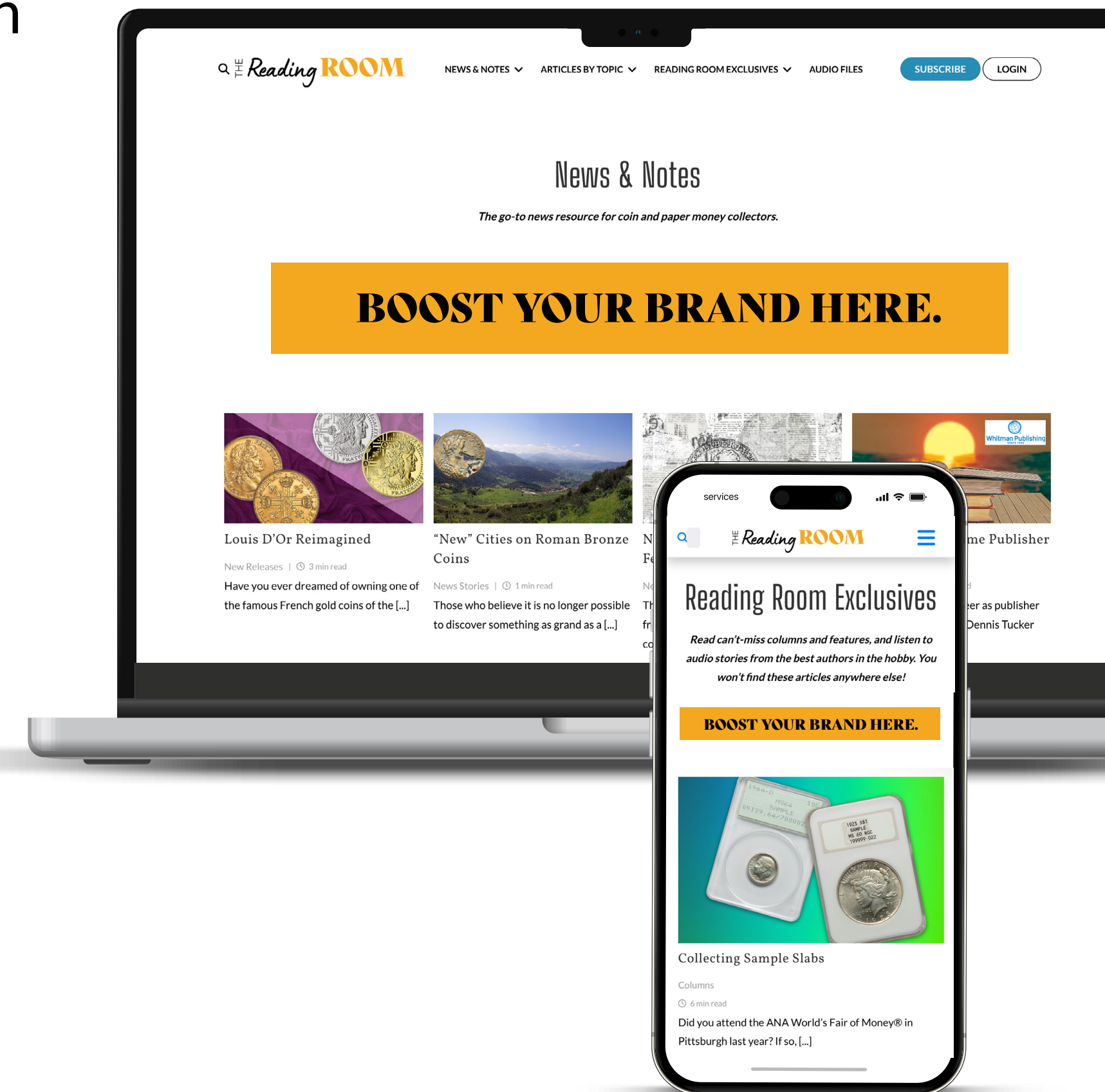
The Young Collector

News & Notes

\$950/month

Reading Room Exclusives

\$750/month



***15% increase for non-numismatic companies**

ANA ADVERTISING
OPPORTUNITIES



THE Reading ROOM

Select articles include audio files for listening on-the-go. Promote your brand audibly and visually. These ads are a one-time payment and will be placed and heard forever!

Boost your top viewed article at a future date for a \$500 flat fee.

ARTICLE SPONSOR BUNDLE

EXCLUSIVE BANNER, AUDIO MENTION & SOCIAL PROMOTION- one spot per article available.

Leaderboard size: 1801 x 423 pixels

Company name written at the beginning of the article

Audio includes a “sponsored by” intro tagline
(No longer than 10 seconds)

Social media article promotion* on Facebook (32k+ followers), Instagram (7k+), X (15k+), and LinkedIn (2k+)

Sold in bundles of three, six, and nine articles

**Total
Investment**

3
ARTICLES
\$1,500

***Includes one
social promotion**

6
ARTICLES
\$2,000

***Includes two
social promotions**

9
ARTICLES
\$2,500

***Includes three
social promotions**



***15% increase for non-numismatic companies**

ANA ADVERTISING
OPPORTUNITIES



THE *Reading* ROOM RUNDOWN

The Reading Room Rundown is a monthly eBlast sent out on the 10th of each month. With an average open rate of 40%, this blast encourages collectors to enjoy the latest and greatest content.

VIEW A COPY OF THE RUNDOWN

E-NEWSLETTER ADVERTISING

EXCLUSIVE- only three spots per e-blast available.

One leaderboard available

Size: 728 x 90

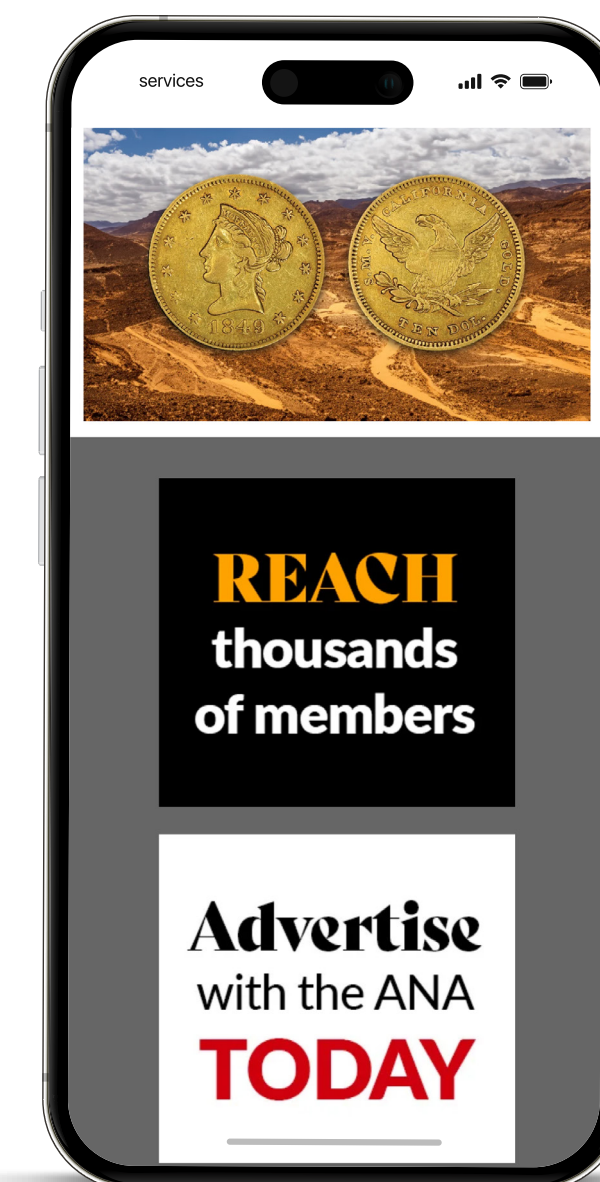
\$750/month

Two banners available

Size: 325 x 300

\$450/month

**15% increase for
non-numismatic
companies*



AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

DEALER DIRECTORY

WHERE DEALERS GET FOUND.

Advertise on one of Google's top-ranked numismatic dealer directories. Collectors can search dealers by location, specialty, name, keywords, and more.

[VISIT THE DEALER DIRECTORY](#)



ANA ADVERTISING OPPORTUNITIES

DEALER DIRECTORY

Listing Features & Pricing

Rank high in collector searches with a premium listing. Stand apart from the competition in search results. Choose up to 14 specialties to make your listing POP!

Showing 10 of 15 results

LIST MAP VIEW RELEVANCY

Categories

- Mints (2)
- + U.S. Coins (135)
- U.S. Medals & Tokens (1)
- + Paper Money (35)
- + Bullion & Precious Metals (15)
- Appraisals, Buying & Selling (14)
- Auction Services (8)
- Grading & Certification Services (3)
- + Collector Services (29)
- + Collector Supplies (9)
- + Retail Sales (20)
- View All
- Biblical Coins (1)

Locations

- United Kingdom (1)

Your Coin Gallery (800) 555-5555
Business Contact: Your Name
in World Coins, U.S. Medals & Tokens, U.S. Coins, Retail Sales, Paper Money, Mints, Collector Services, Bullion & Precious Metals, Auction Services, Appraisals, Buying & Selling, Ancient Coins
Your business description goes here. Let collectors know about your specialties and other important details that make you stand out from the competition.
123 Main Street
Your Town, NY 12345-6789
United States
PREMIUM LISTING

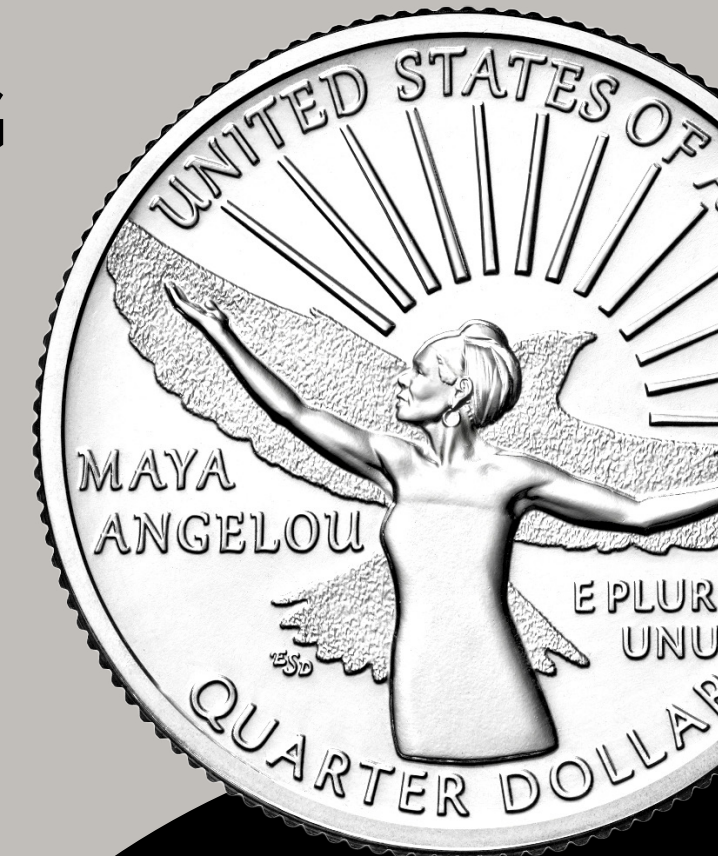
Hobb's Coins (800) 555-5555
in U.S. Coins, Silver 3 Cents, Shield 2 Cents, Proof/Mint Sets
100 Main Street, Springfield, OH 45501
Springfield, Ohio 45501
United States
BASIC LISTING

FEATURES

PREMIUM LISTING

BASIC LISTING

Business Name	✓	✓
Business Address	✓	✓
Specialties	14	1
Website URL	✓	✓
Phone Number	✓	✓
Fax Number	✓	✓
Email	✓	
Logo	✓	
Business Photos	✓	
Description	✓	
Profile Page	✓	
Google Maps	✓	
Social Links	✓	
Video	✓	
PDF Upload	✓	
Hours	✓	
Affiliate Logos	✓	



Get a
PREMIUM LISTING

for less than \$1 day!

A personal business page is also included with your purchase of a premium directory listing. Collectors can contact you directly, get directions to your location, connect with your business on social media, view business images, logos, flyers, and more!

COST

**\$24.97/MONTH
OR \$269/YEAR**

**FREE TO ANA
MEMBER DEALERS**

ANA ADVERTISING OPPORTUNITIES

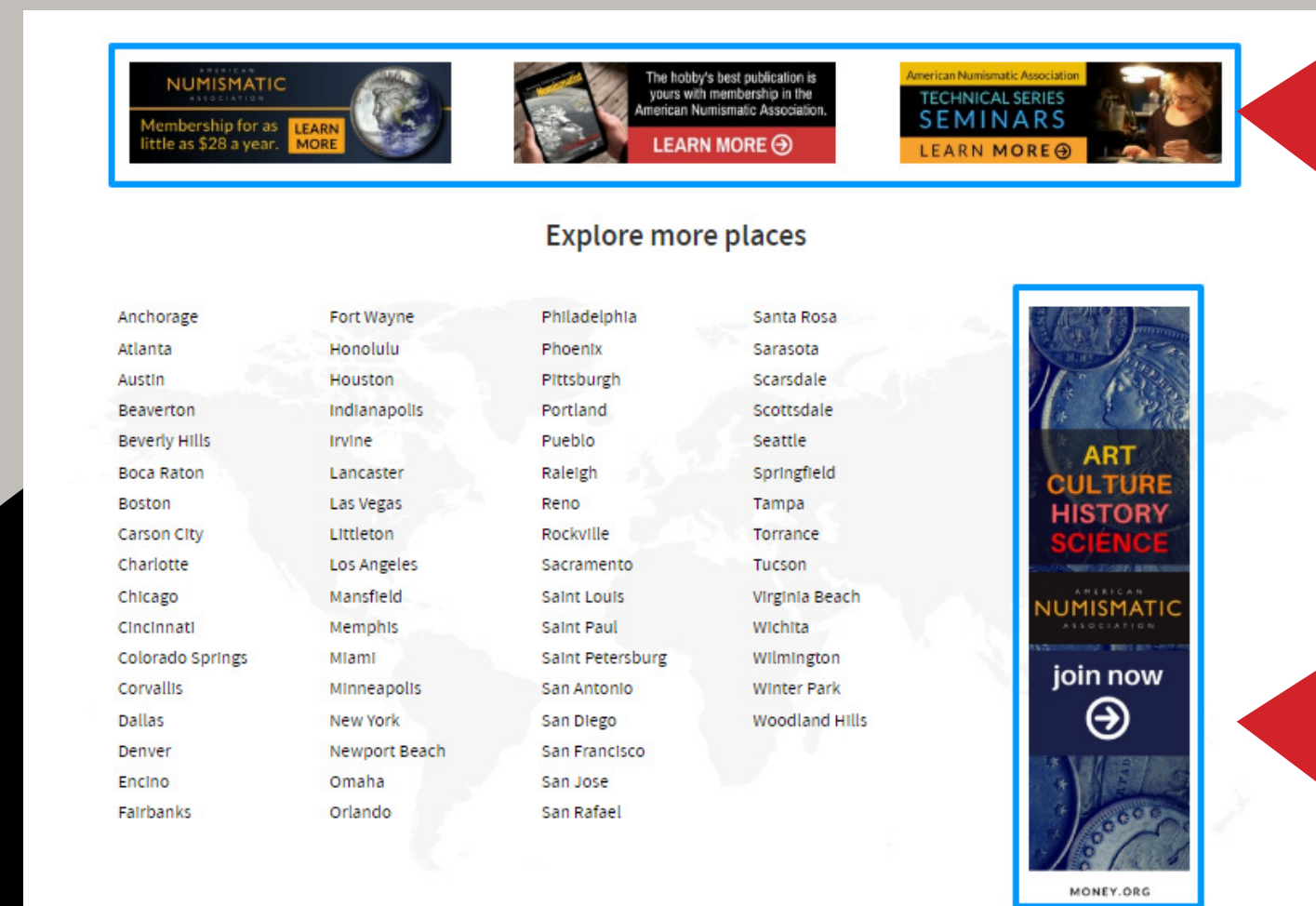
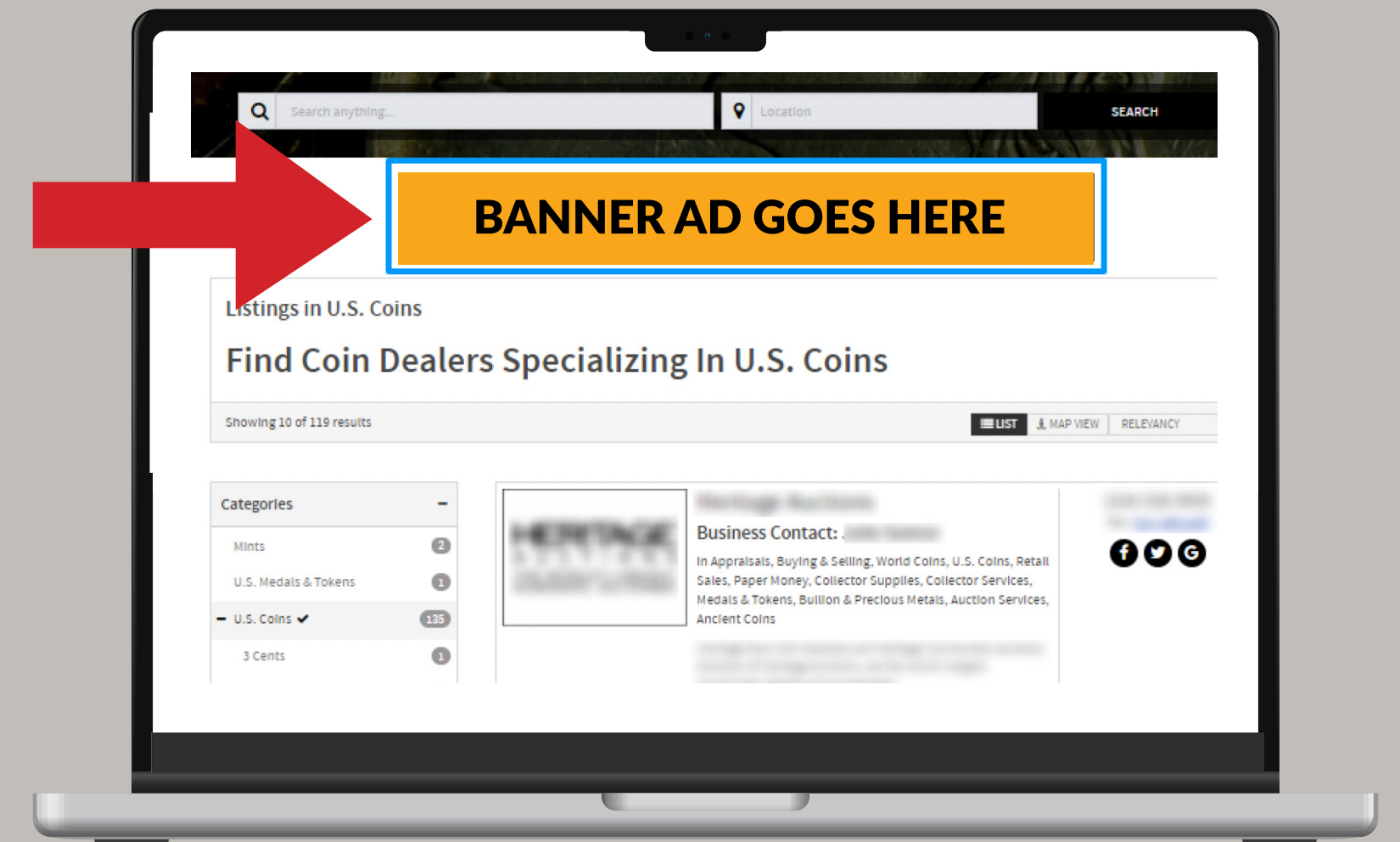
DEALER DIRECTORY

Digital Advertising

Buying ad space on the ANA Dealer Directory introduces your business to hundreds of collectors every week! Don't miss this opportunity to elevate brand awareness and grow your customer base!

Leaderboard banners are the most visible ads on the directory. They appear near the top of most directory pages, including the home page and all search results pages. Leaderboard ads appear on mobile and desktop.

Size: 728 x 90 \$450/month

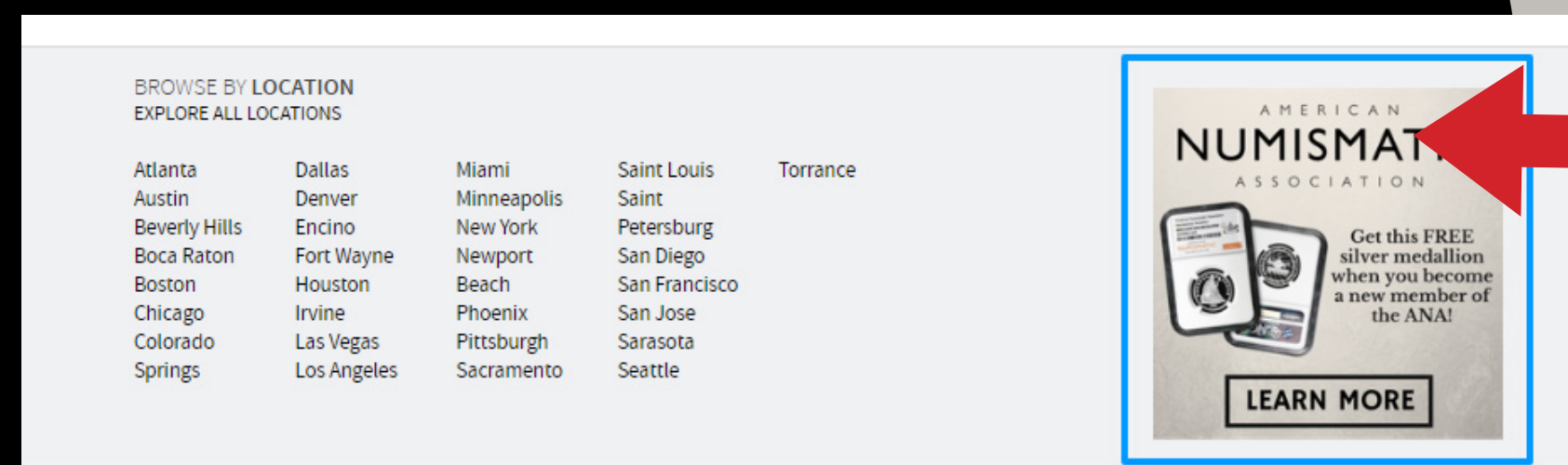


Specialty Banners are the second most visible ads on the directory. They appear on the home page and central listings page, as well as below listings on all search results pages. Small banners also display prominently on mobile devices.

Size: 320 x 100 \$325/month

Skyscraper ads are placed on the left rail of every search results page. *Skyscraper ads are not available on mobile.

Size: 160 x 600 \$250/month



Square ads are placed on the lower section of the home page and below listings on search results pages. *Square ads are not available on mobile.

Size: 250 x 250 \$200/month

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

E-NEWSLETTERS

ANA e-Newsletters are a staple for members since 2008 as a trusted source with up-to-date ANA numismatic news.

Bundled package pricing available based on length of contract and total ad spend.



AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

E-NEWSLETTERS

There are only 3 ad spaces available in each e-Newsletter:

(1) **Leaderboard**

Size: 728 x 90px

(2) **Small Banner**

Size: 325 x 300

Learn More About National Coin Week

YOUR AD HERE

Earn a College Scholarship for Numismatic Involvement

Applications for the Gerome Walton Memorial College Scholarships, provided by the ANA, are being accepted through March 13. The scholarship fund provides a graduation

This scholarship can be used for tuition, books or supplies directly related to class requirements. Up to two scholarships may be awarded annually. Students with a full class

REACH thousands of members

Advertise with the ANA TODAY

Check Out Shows & Events on the Online Calendar

Interested in attending events near you? Discover which local and regional events are taking place when you visit the ANA's events calendar. If your organization has an upcoming event, be sure and **POST IT!** Basic listings are **FREE**.

Explore Local & Regional Events

Money Mail e-Newsletter is sent out monthly to approximately 13,000 ANA member readers eager for up to date numismatic content. This platform is a perfect vehicle to feature your brand and help you stand out as a trusted source in the numismatic community.

\$450/deploy

Young Numismatist The ANA YN e-Newsletter is sent out on the 1st of every month to the brightest young minds in the numismatic community! This is your chance to feature your brand in front of tomorrow's numismatists!

\$275/deploy

ANA World's Fair of Money® & National Money Show® Newsletters

Convention e-Newsletters are sent out strategically throughout the year to approximately 13,000 ANA members. These keep our members informed of show activities, hotel information, and more.

\$450/deploy

Summer Seminar & Technical Seminars

Seminar e-Newsletters are sent out for upcoming educational events throughout the year to approximately 13,000 ANA members. These keep our members informed of every activity, workshop, class, etc.

\$375/deploy

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING & SPONSORSHIP OPPORTUNITIES

LEARN MORE ABOUT THE
NATIONAL MONEY SHOW

NATIONAL MONEY SHOW®

SPRING CONVENTION

The National Money Show is an annual event organized by the ANA. The show features a variety of activities, including educational seminars, exhibits, and opportunities for buying, selling, and trading coins and currency. It serves as a gathering point for numismatists, collectors, dealers, and enthusiasts from around the world to share their passion for coins and currency. The location of the National Money Show may vary from year to year, but it is usually held in different cities across the United States.



AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

NATIONAL MONEY SHOW®

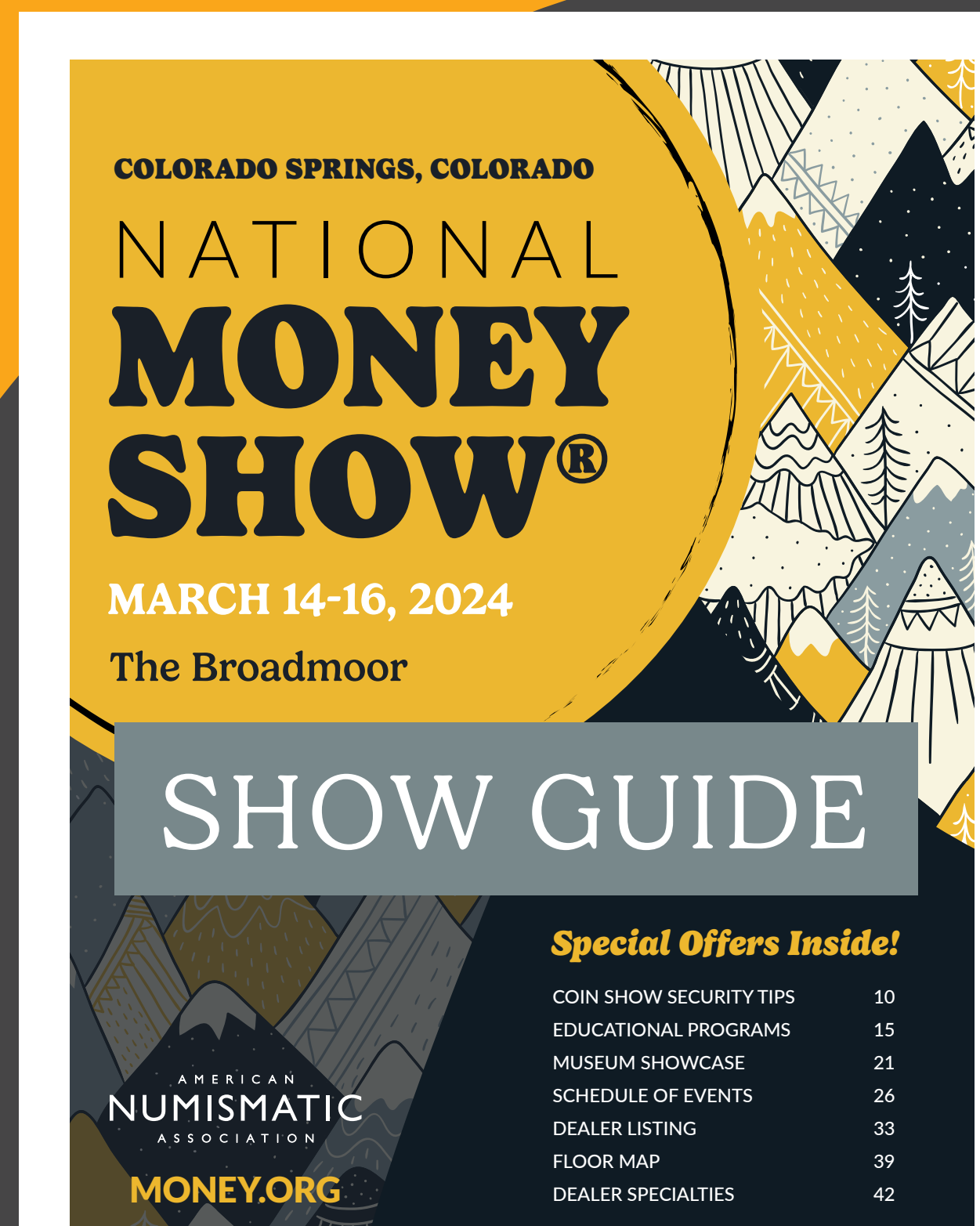
Boost your business! Advertise in the National Money Show's Official Show Guide

The show guide is available at the show and online. It also includes:

- Comprehensive list of show dealers
- Bourse floor map
- Dealer Specialty Index
- And more!

Show Guide Advantages

- Reach a new audience
- Ads count toward dealer "stars"



PRICING & SIZES

FULL

Size: 7.37" x 9.77"

Bleed Size 8.375" x 10.875"

with .25" bleed

\$710

HALF

Size: 7.35" x 4.75"

\$500

QUARTER

Size: 3.5" x 4.75"

\$300

AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

NATIONAL MONEY SHOW®

Title Sponsorship

The ANA's spring convention attracts more than 500 dealers; includes special exhibits from the Edward C. Rochette Money Museum; and lasts three days, packed with educational programs and special events. Thousands of numismatists and coin-lovers are expected to attend this special event. Don't miss your chance to build your brand, reach thousands of potential customers, and support the growth of the hobby.

TITLE SPONSOR BENEFITS

- Reach over 4,000+ show attendees
- Company name and logo on main convention welcome banner, entrance signs
- Company promotional item in registration bags (\$2000 value)
- Highlighted promotion and banner ad on *NationalMoneyShow.com*
- Free full-page display ad in convention Show Guide
- Highlighted convention Show Guide listing with booth number
- Recognition in ANA sponsorship press release
- Convention appreciation ribbons for booth personnel
- Listing in convention Show Guide as a supporter/patron
- (2) afternoon snack boxes delivered to your booth every day
- Kick panels with logo at admissions
- Logo on interactive floor plan banner

\$7,500
investment

AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

NATIONAL MONEY SHOW®

Prime Sponsorship

Becoming a prime sponsor at the National Money Show offers unparalleled visibility and networking opportunities within the numismatic community, positioning sponsors as industry leaders. Through sponsorship, organizations can engage with key stakeholders, enhance brand reputation, and showcase their commitment to the advancement of numismatics.

PRIME SPONSOR BENEFITS

- Company name on entrance signage and, as appropriate, at other show locations
- Recognition in ANA sponsorship press release
- Listing in convention Show Guide as a Convention Sponsor
- Highlighted Convention Show Guide listing with booth number
- Highlighted logo and booth number on entrance bourse map
- \$100 credit toward a full-page convention Show Guide ad
- Convention appreciation ribbons for all staff

PRIME SPONSOR OPPORTUNITIES

Wi-Fi	Varies per Location
Snack Cart	Varies per Location
Hotel Key Cards	\$6,000
Treasure Trivia/Kids Zone	\$6,000
Dealer Breakfast	\$6,000
Show Bags	\$6,000
Wristbands/Badges	\$5,000
RFID Protection Cards	\$5,000
ANA Awards Banquet	\$5,000
Museum Showcase	\$5,000
YN Workshop	\$5,000
Volunteer Shirts	\$4,000
Aisle Signage	\$3,000
Exhibit Area	\$3,000
Interactive Floor Plan Kiosk	\$3,000
Pre-Convention Seminars*	\$3,000
Information and Business Center	\$3,000
Bag Inserts	\$2,000
ANA Membership Reception	\$2,000
Lanyards	\$2,000
Money Talks	\$2,000
Registration Pens	\$2,000
Coin Collecting 101	\$1,000
Floor Pages (3 days)	\$1,000
Rest Stop Area	\$1,000
Meeting Rooms	\$500

** Pre-Convention seminars sponsorship includes free tuition for two students of sponsor's choice*

ADVERTISING & SPONSORSHIP OPPORTUNITIES

LEARN MORE ABOUT THE
WORLD'S FAIR OF MONEY

WORLD'S FAIR OF MONEY®

SUMMER CONVENTION

The World's Fair of Money is an annual event hosted by the ANA. It serves as the premier gathering for numismatists, collectors, dealers, and enthusiasts from around the world, featuring a wide range of activities including educational seminars, exhibits, auctions, and opportunities for buying, selling, and trading coins and currency. The World's Fair of Money provides a platform for numismatic community members to connect, share knowledge, showcase their collections, and celebrate their passion for coins and currency.



AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING OPPORTUNITIES

WORLD'S FAIR OF MONEY®

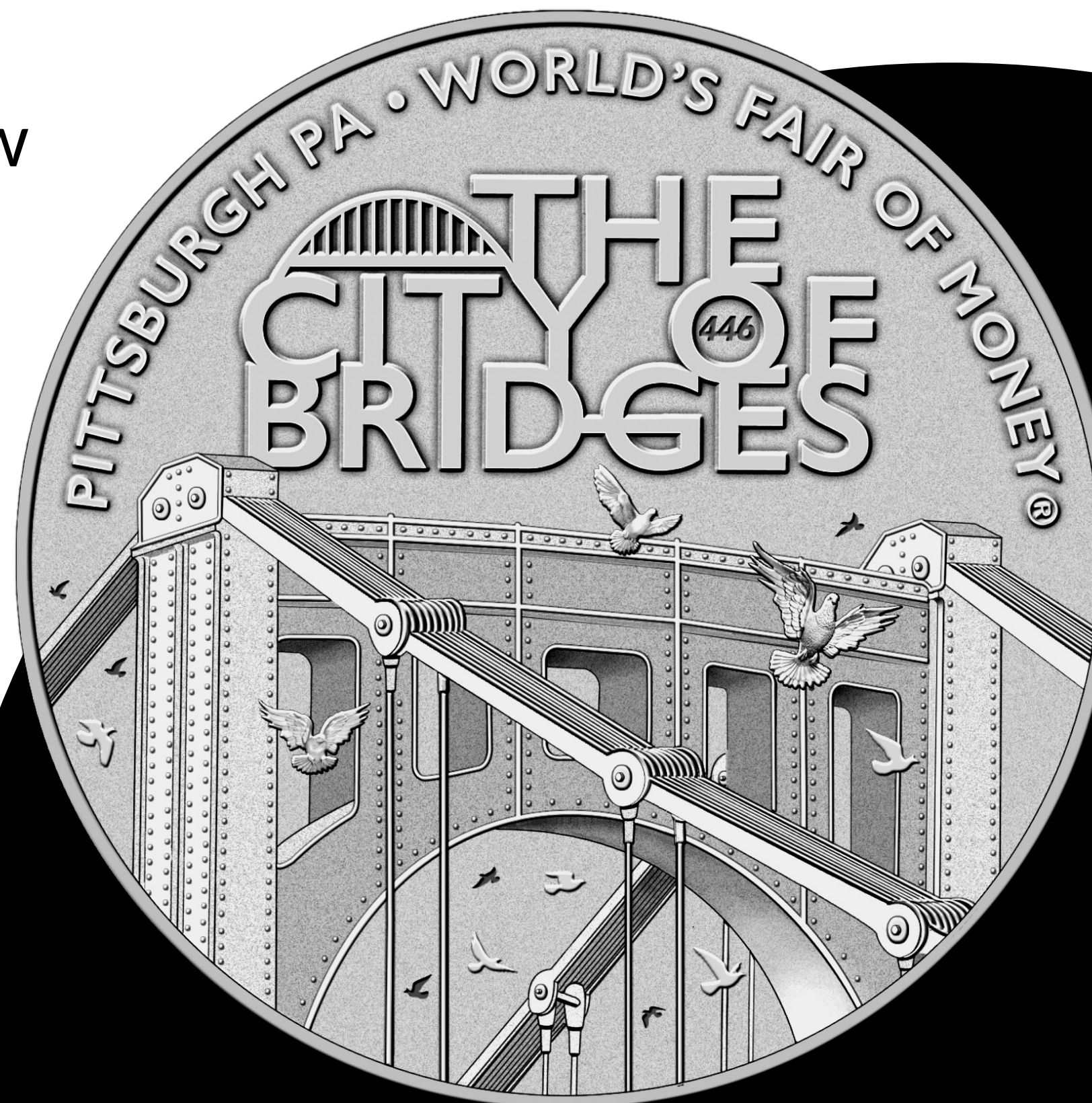
Boost your business! Advertise in the World's Fair of Money Official Show Guide

The show guide is available at the show and online. It also includes:

- Comprehensive list of show dealers
- Bourse floor map
- Dealer Specialty Index
- And more!

Show Guide Advantages

- Reach a new audience
- Ads count toward dealer "stars"



PRICING & SIZES

FULL

Size: 7.37" x 9.77"

Bleed Size 8.375" x 10.875"
with .25" bleed

\$925

HALF

Size: 7.35" x 4.75"

\$675

QUARTER

Size: 3.5" x 4.75"

\$375

AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

WORLD'S FAIR OF MONEY®

Title Sponsorship

Becoming a title sponsor at the World's Fair of Money offers exceptional visibility and prestige, with your company's name prominently featured in promotional materials, including the main convention welcome banner, entrance signs, the official website, and more. Showcase your commitment to the numismatic community and reinforce your brand's leadership position in the industry.

TITLE SPONSOR BENEFITS

- Reach over 8,500+ show attendees
- Company name and logo on main convention welcome banner, entrance signs
- Company promotional item in registration bags
- Free full-page, color display ad in convention Show Guide
- Highlighted convention Show Guide listing with booth number
- Recognition in ANA sponsorship press release
- Company logo on *WorldsFairofMoney.com*
- Listing in convention Show Guide as a Title Sponsor
- Convention appreciation ribbons for all staff
- (2) afternoon snack boxes delivered to your booth every day
- Kick panels with logo at admissions
- Logo on interactive floor plan banner

\$15,000
investment

AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

WORLD'S FAIR OF MONEY®

Prime Sponsorship

Becoming a prime sponsor at the World's Fair of Money provides visibility and promotional opportunities for your company, including prominent placement of your brand on convention signage and more. Ensure maximum exposure and engagement of your brand with the numismatic community, and choose how to show off your brand from the list on the right.

PRIME SPONSOR BENEFITS

- Company name on entrance signage and, as appropriate, at other show locations
- Recognition in ANA sponsorship press release
- Listing in convention Show Guide as a Convention Sponsor
- Highlighted Convention Show Guide listing with booth number
- Highlighted logo and booth number on entrance bourse map
- \$100 credit toward a full-page convention Show Guide ad
- Convention appreciation ribbons for all staff

PRIME SPONSOR OPPORTUNITIES

Wi-Fi	Varies per Location
Snack Cart	Varies per Location
Hotel Key Cards	\$6,000
Treasure Trivia/Kids Zone	\$6,000
Dealer Breakfast	\$6,000
Show Bags	\$6,000
Wristbands/Badges	\$5,000
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Money Talks	\$2,000
Registration Pens	\$2,000
Coin Collecting 101	\$1,000
Floor Pages (3 days)	\$1,000
Rest Stop Area	\$1,000
Meeting Rooms	\$500

** Pre-Convention seminars sponsorship includes free tuition for two students of sponsor's choice*

AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

LEARN MORE ABOUT
SUMMER SEMINAR

SUMMER SEMINAR



The ANA Summer Seminar stands as the pinnacle of numismatic education. Enthusiasts at all levels have the unparalleled opportunity to deepen their knowledge and passion for coins. Held annually, this two-week event features an array of courses led by industry experts. Topics range from coin collecting basics to advanced grading techniques. Beyond the classroom, attendees engage in lively discussions, forge lasting connections, and immerse themselves in the vibrant culture of numismatics. With its rich curriculum and vibrant community atmosphere, Summer Seminar promises an unforgettable educational experience for anyone eager to explore the fascinating world of coins and currency.

AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

SUMMER SEMINAR

Sponsorship



Water Bottle Sponsorship:

Your company's name/logo will be prominently displayed on water bottles distributed to each teacher and student throughout the two-week classes, providing excellent brand exposure. (Valued at \$3,500 - Sold Out 2024)

Neck Wallet Sponsorship: Ensure your brand is seen by sponsoring neck wallets handed out to each teacher and student during the ANA Summer Seminar, reinforcing your company's presence. (Valued at \$2,500 - Sold Out 2024)

Shoulder Backpack Sponsorship:

Showcase your brand with shoulder backpacks distributed to every teacher and student, offering practicality and visibility. (Valued at \$3,000 - Sold Out 2024)

Legal Pad Carrying Case

Sponsorship: Get your company's name/logo on legal pad carrying cases handed out to each participant, offering exposure throughout the ANA Summer Seminar, a prestigious educational event in the numismatic community.

\$3,000

Personal Care Sponsorship: Your company's name/logo will adorn toiletries kits containing essential items like soap, hand sanitizer, shampoo, and conditioner, distributed to each teacher and student during the ANA Summer Seminar, providing ongoing visibility.

\$2,000

Restaurant/Event Location Sponsorship: Be recognized as an official sponsor in all marketing materials and on local maps with directions from CC dorms to your business during the ANA Summer Seminar. Offer discounts or free products to attendees, attracting potential customers and supporting this renowned educational event in the numismatic community. (Five Available)

\$150/Sponsorship

AMERICAN NUMISMATIC ASSOCIATION
ADVERTISING & SPONSORSHIP OPPORTUNITIES

NATIONAL COIN WEEK

LEARN MORE ABOUT
NATIONAL COIN WEEK

National Coin Week is an annual event designed to celebrate and promote the hobby of coin collecting. During National Coin Week, held annually during the third week of April, the ANA encourages numismatists, collectors, and enthusiasts to participate in various activities that raise awareness about the importance and historical significance of coins and currency. These activities may include coin exhibits, educational programs, community outreach events, and special promotions designed to engage people of all ages in the fascinating world of numismatics. National Coin Week serves as an opportunity for individuals and organizations to come together to share their love for coins and inspire others to discover the joys of collecting.



AMERICAN NUMISMATIC ASSOCIATION
SPONSORSHIP OPPORTUNITIES

\$6,000
investment

NATIONAL COIN WEEK

Sponsorship

Becoming a sponsor for National Coin Week offers a unique opportunity to align your brand with a widely recognized and respected event in the numismatic community. By supporting this celebration of coin collecting, your company can showcase its commitment to promoting education, history, and numismatics. Sponsorship provides valuable exposure through **inclusion in promotional materials, 3 month's worth of magazine ads, e-Newsletters, online platforms, and social media channels**, allowing you to reach an audience of 70,000-plus collectors and enthusiasts around the world. Additionally, sponsoring National Coin Week demonstrates your dedication to engaging with the numismatic community and reinforces your brand's presence as a leader in the industry.



AMERICAN NUMISMATIC ASSOCIATION
PARTNERSHIP OPPORTUNITY



ANA eLearning ACADEMY

The all-new ANA eLearning Academy is designed to spread numismatic knowledge on an online platform. The eLearning Academy will provide members with access to exclusive recordings of NumismaTalks, a new video series, Aristotle's Vault, the first course in the Numismatic Diploma Program, an eLearning archive, and YN programming.



AMERICAN NUMISMATIC ASSOCIATION
PARTNERSHIP OPPORTUNITY



PARTNERSHIP

Official eLearning Academy Partner Benefits

Recognition as the Official ANA eLearning Academy Partner

Company logo/link with recognition as the Official ANA eLearning Academy for:

- Start/end of each eLearning course
- Money.org home page Partner
- Money Mail e-Newsletters (12x annually)
- Summer Seminar e-Newsletters (2x annually)
in Convention e-Newsletters (4x annually)
- Young Numismatist e-Newsletters (12x annually)
- *money.org/education*
- eLearning eBlasts to ANA members
- eLearning ad on ANA Dealer directory
- eLearning *Numismatist* print and digital ads
- eLearning news releases

Become our Partner for \$30,000/year

AMERICAN NUMISMATIC ASSOCIATION

**Start advertising
with the ANA today!**



Contact Nathan McAllister

Advertising and Sponsorship Sales Manager

advertising@money.org • (719) 482-9867