

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 [READINGROOM.MONEY.ORG](https://readingroom.money.org)

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]
CURRENTLY SOLD

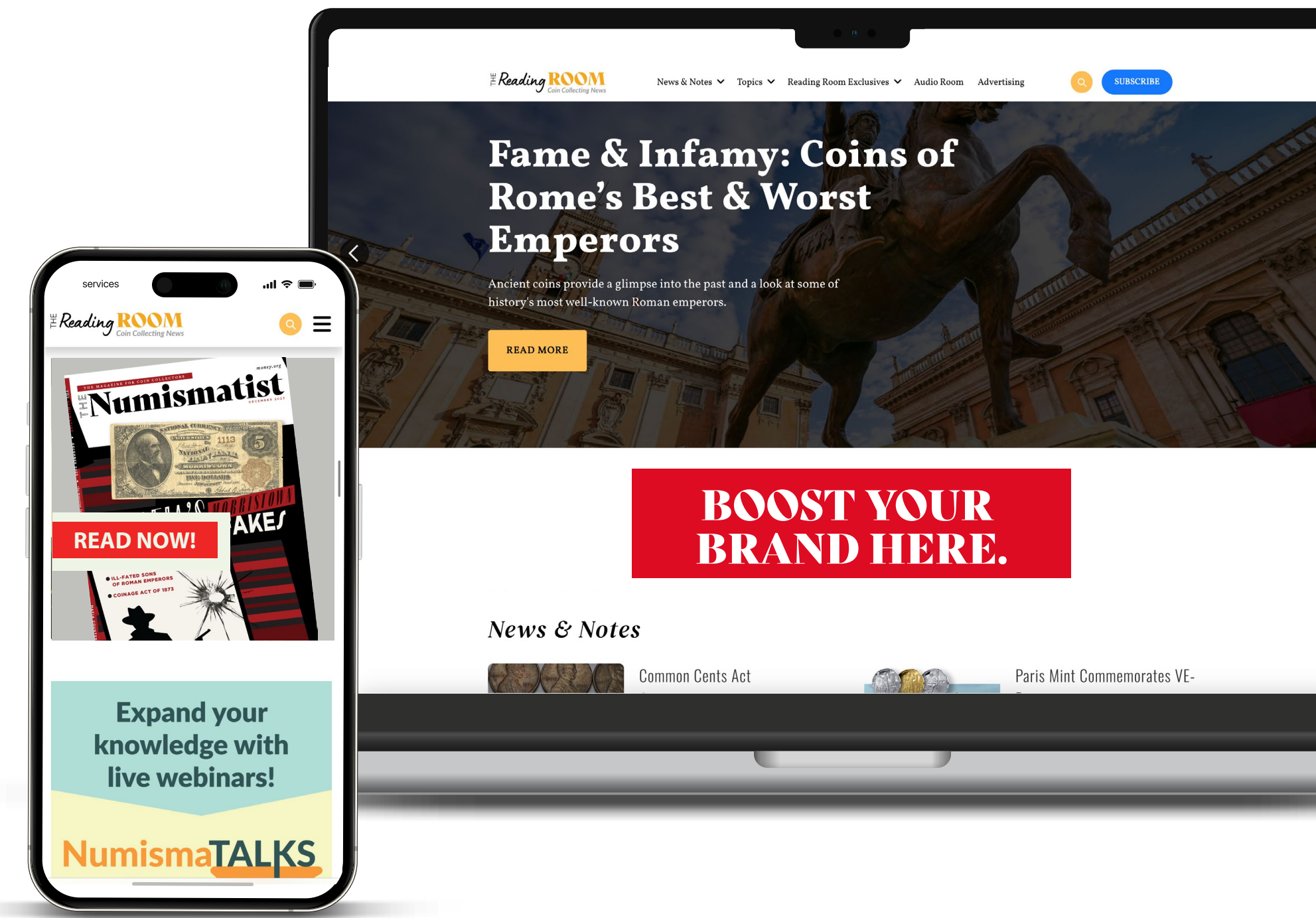
Size: 1801 x 423 px
\$1,500/month

FEATURED SQUARE AD SPACE

only three spots
available!

Placed near footer

Size: 1080 x 1080 px
\$750/month



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

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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 one of our most
popular sections,
with articles
added weekly.

LEADERBOARD

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

Size: 1801 x 423 px

Articles By Topic \$550/month

Just Starting Out

U.S. Coins

Paper Money

Tokens and Medals

Ancient & Medieval

Counterfeit Detection

Collecting on a Budget

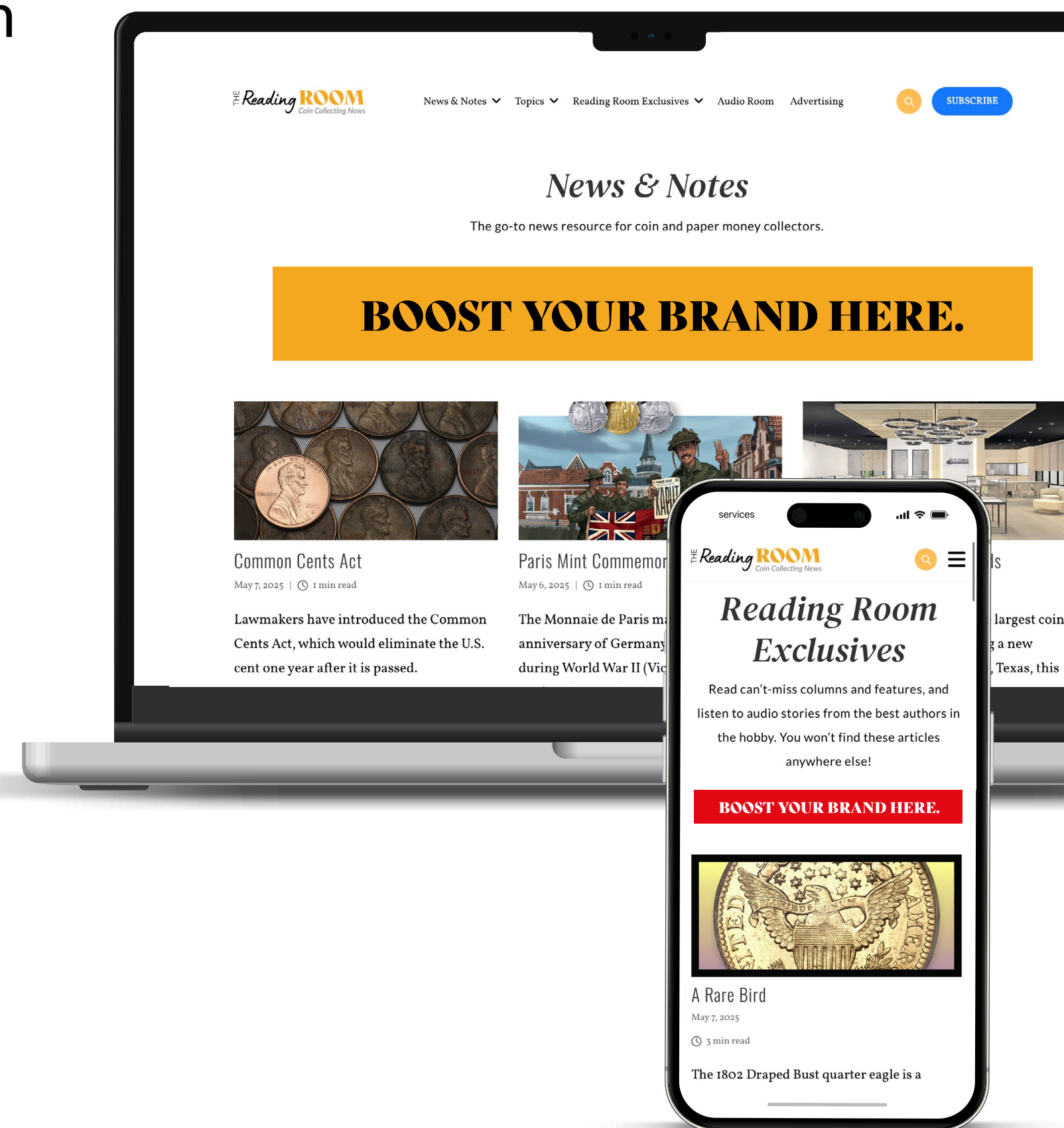
The Young Collector

News & Notes

\$950/month

Reading Room Exclusives

\$750/month



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

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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 px

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 (34k+ followers), Instagram (9k+), X (16k+), and LinkedIn (3k+)

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
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THE *Reading* ROOM RUNDOWN

The Reading Room Rundown is a monthly eBlast sent out in the middle of each month encouraging collectors to enjoy the latest and greatest content.

VIEW A COPY OF THE RUNDOWN AT [BIT.LY/RR-FEB](https://bit.ly/rr-feb)

E-NEWSLETTER ADVERTISING

EXCLUSIVE– only three spots per eBlast available.

One leaderboard available

Size: 728 x 90 px

\$750/month

Two banners available

Size: 325 x 300 px

\$450/month

Newsletter Feature

Publish an article in the Reading Room Rundown (300 words max)

\$500



**15% increase for
non-numismatic companies*

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SPONSORED CONTENT

Articles are boosted on social media to our 70,000+ followers, with the company tagged in the post.

Basic Article

500-699 words

1-2 outbound links

\$600

Intermediate Article

700-999 words

2 outbound links

\$800

In-Depth Article

1,000-1,300 words

4 outbound links

\$1,050

Additional Services

Boost your article again!

LinkedIn \$100

Instagram \$150

X (formerly Twitter) \$200

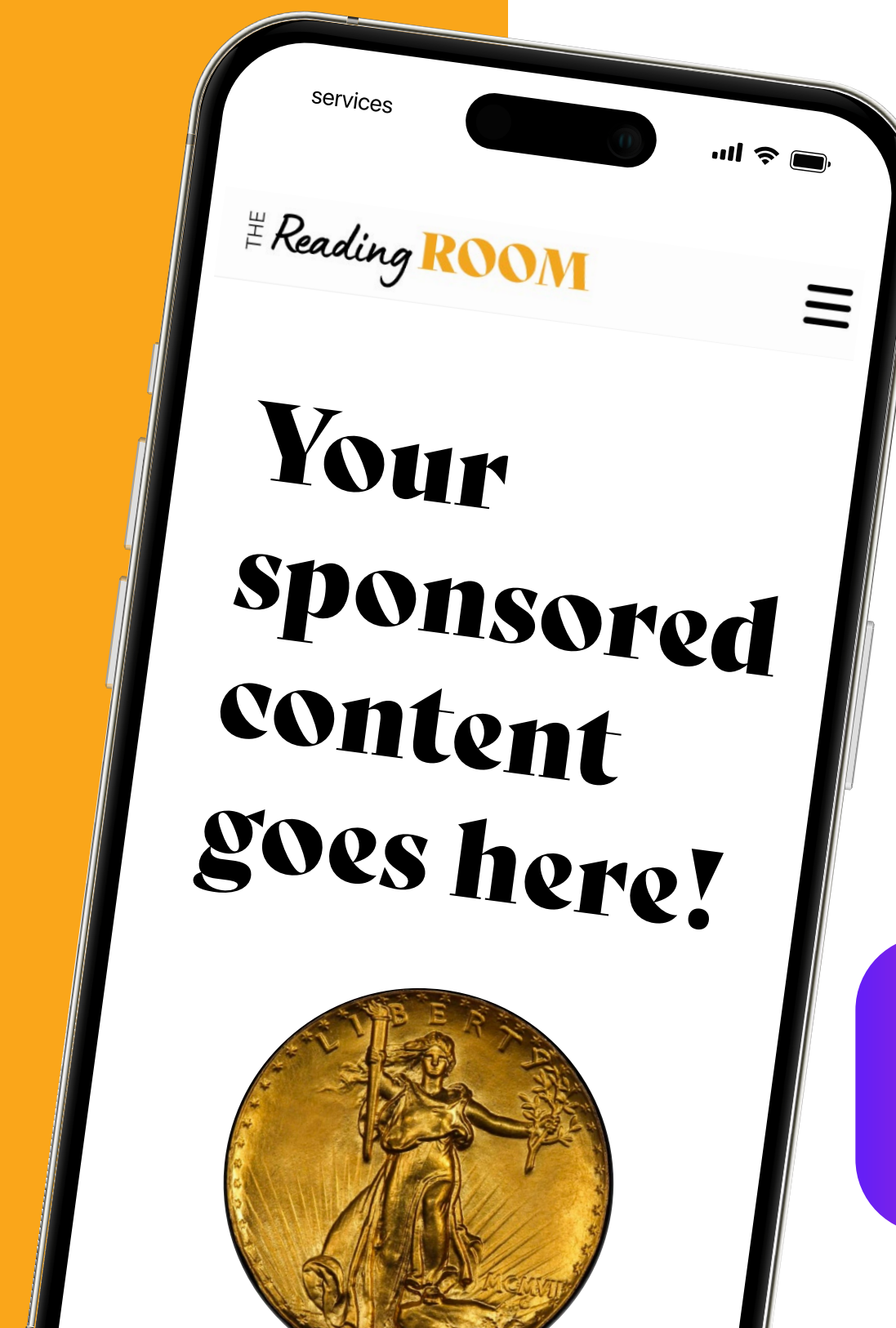
Facebook \$250

Media package deal \$450

THE Reading ROOM

Take your brand and marketing to the next level with sponsored content on the ANA's Reading Room! Present your message alongside the Reading Room's regular content and link customers to your product or service seamlessly.

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



ANA ADVERTISING
OPPORTUNITIES



THE Reading ROOM

Enhance your brand's visibility by crafting a custom article for the ANA's Reading Room. This targeted approach not only increases brand visibility but can also enhance your brand's SEO (search engine optimization) and drive more traffic to your website, maximizing your marketing impact.

SPONSORED CONTENT

MORE INFORMATION

Review and Approval Process

All sponsored content submitted to The Reading Room must undergo a review and approval process prior to publication. This is to ensure that the content aligns with our editorial standards and provides value to our readers. Please submit your pre-edited content at least 10 days in advance to allow sufficient time for review. The Reading Room reserves the right to make edits for alignment with our guidelines. The ANA Publications staff will not approve content that does not meet our standards. Your article may be returned to you for revisions or rejected.

Copyright Terms

By submitting sponsored content to The Reading Room, the content provider grants the American Numismatic Association a non-exclusive, royalty-free license to use, reproduce, modify, and distribute the content on *readingroom.money.org* and associated channels. The content provider retains ownership of the original content and is responsible for ensuring that all content is original or appropriately licensed for use. The Reading Room will attribute the content to the provider and maintain any agreed-upon branding or credit.

AMERICAN NUMISMATIC ASSOCIATION

**Start advertising
with the ANA today!**



Contact Nathan McAllister

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