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

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*
**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*
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_

<table>
<thead>
<tr>
<th>Articles</th>
<th>Total Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>$1,500</td>
</tr>
<tr>
<td>6</td>
<td>$2,000</td>
</tr>
<tr>
<td>9</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

*Includes one social promotion

*Includes two social promotions

*Includes three social promotions

*15% increase for non-numismatic companies

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._
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.

*15% increase for non-numismatic companies

**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

VIEW A COPY OF THE RUNDOWN
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.

**SPONSORED CONTENT**

**Basic Article**
500-699 words
1-2 outbound links
$500

**Intermediate Article**
700-999 words
2 outbound links
$700

**In-Depth Article**
1,000-1,300
4 outbound links
$950

*15% increase for non-numismatic companies*

**Additional Services**

**One Social Media Article Promotion** with company tagged in post
- LinkedIn $100
- Instagram $150
- X (formerly Twitter) $200
- Facebook $250
- Media package deal $450

**Newsletter Feature**
300 words max
$500
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.
Start advertising with the ANA today!

Contact Nathan McAllister
Advertising and Sponsorship Sales Manager
advertising@money.org • (719) 482-9867