

# The Numismatist

## 2023 Advertising

**MAGAZINE  
PRODUCTION**  
- TENTATIVE  
SCHEDULE

### DEADLINES

Issue	Insertion Order	Not Camera Ready	Camera Ready	Online (ON OR BEFORE)	Mailed (ON OR BEFORE)
JANUARY	November 30	November 30	December 1	December 15	December 15
FEBRUARY	December 30	December 30	January 3	January 15	January 17
MARCH	January 31	January 31	February 2	February 15	February 16
APRIL	February 27	February 27	March 2	March 15	March 16
MAY	March 29	March 29	March 31	April 15	April 13
JUNE	April 28	April 28	May 2	May 15	May 16
JULY	May 25	May 25	May 30	June 15	June 13
AUGUST	June 29	June 29	July 3	July 15	July 18
SEPTEMBER	July 27	July 27	August 1	August 15	August 15
OCTOBER	August 29	August 29	September 1	September 15	September 19
NOVEMBER	September 28	September 28	October 3	October 15	October 17
DECEMBER	October 26	October 26	October 31	November 15	November 14

**Contact:** Nathan McAllister, Advertising Sales Manager  
719-482-9867 • [NMCALLISTER@MONEY.ORG](mailto:NMCALLISTER@MONEY.ORG)

## 2023 ANA Conventions

**CONVENTION PROGRAM** -  
TENTATIVE SCHEDULE

**National Money Show®**  
March 2-4, 2023 in Phoenix

**AD DEADLINE**  
January 6

**World's Fair of Money®**  
August 8-12, 2023 in Pittsburgh

June 2

# 2023 Advertising Rates

**THE NUMISMATIST** is the gold standard of hobby publications. Each monthly issue features beautifully illustrated articles that focus on the fun, the history and the allure of coin collecting. Boost your brand by advertising in its pages, either in print, online or both.

## MEMBER

## MONTHLY AD RUN (IN DOLLARS)

Ad Size (IN INCHES)	1 Month	3 Months	6 Months	12 Months
<b>Full</b> 7.37" X 9.77"	1867	1772	1680	1581
<i>CAMERA-READY DISCOUNT PRICE</i>	1813	1721	1630	1537
<b>Two Thirds</b> VERT 4.75" X 9.77" HORIZ 7.25" X 6.5"	1229	1170	1108	1080
	1194	1134	1076	1050
<b>Half</b> VERT 3.5" X 9.77" HORIZ 7.35" X 4.75"	1026	976	923	873
	996	948	896	847
<b>One Third</b> VERT 2.18" X 9.77" SQUARE 4.81" X 4.81"	621	591	558	527
	603	574	541	512
<b>Quarter</b> VERT 3.5" X 4.75" HORIZ 5.1" X 3.86"	560	538	504	480
	544	520	489	466
<b>Sixth</b> VERT 1.93" X 4.75" HORIZ 5.1" X 2.54"	428	406	382	366
	416	394	371	355
<b>Twelfth</b> 2.07" X 2.19"	212	204	193	182
	206	196	187	177

**Classifieds** 57 cents per word, with a \$14 minimum charge. 10% discount for ads that run three or more times with no changes.

**Specifications** *FULL-PAGE BLEED:* bleed dimensions - 9.375" x 11.8875"; trim size 8.375" x 10.875"; working area - 7.37" x 9.77"  
*TWO-PAGE SPREAD:* bleed dimensions - 17.25" x 11.375"; trim size 16.76" x 10.88"; working area - 15.75" x 10"

**Cover Prices** Inside Front Cover: \$1,902    Inside Back Cover: \$1,824    Outside Back Cover: \$3,524

# 2023 Advertising Rates

## NATIONAL (NON-NUMISMATIC)

**THE NUMISMATIST** is the gold standard of hobby publications. Each monthly issue features beautifully illustrated articles that focus on the fun, the history and the allure of coin collecting. Boost your brand by advertising in its pages, either in print, online or both.

### MONTHLY AD RUN (IN DOLLARS)

#### Ad Size (IN INCHES)

#### 1 Month 3 Months 6 Months 12 Months

**Full** 7.37" X 9.77"

3021 2866 2723 2568

**CAMERA-READY DISCOUNT PRICE**

2931 2783 2644 2494

**Two Thirds**

VERT 4.75" X 9.77"

HORIZ 7.25" X 6.5"

1992 1886 1796 1695

1933 1831 1692 1645

**Half**

VERT 3.5" X 9.77"

HORIZ 7.35" X 4.75"

1660 1579 1537 1500

1613 1532 1518 1455

**One Third**

VERT 2.18" X 9.77"

SQUARE 4.81" X 4.81"

986 957 903 852

957 929 878 827

**Quarter**

VERT 3.5" X 4.75"

HORIZ 5.1" X 3.86"

930 873 820 775

903 847 796 752

**Sixth**

VERT 1.93" X 4.75"

HORIZ 5.1" X 2.54"

695 657 618 589

656 620 582 572

**Twelfth**

2.07" X 2.19"

345 329 314 295

336 318 305 286

**Classifieds** 60 cents per word, with a \$14 minimum charge. 10% discount for ads that run three or more times with no changes.

**Specifications** *FULL-PAGE BLEED:* bleed dimensions - 9.375" x 11.8875" trim size 8.375" x 10.875"; working area - 7.37" x 9.77"

*TWO-PAGE SPREAD:* bleed dimensions - 17.25" x 11.375"; trim size 16.76" x 10.88"; working area - 15.75" x 10"

### Cover Prices

Inside Front Cover: \$2,824

Inside Back Cover: \$2,685

Outside Back Cover: \$5,192

# More Info

**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.

**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.

**Advertising Guidelines:** Ad copy must be legible and not included in the body of a letter or other transmission. New ad copy cannot be accepted via telephone. Requests for photography of numismatic items will be billed at prevailing national rates. Every effort is made to ensure accuracy in all display advertising. If *The Numismatist* builds a display ad, a proof will be provided for review. At that time, ad revisions can be requested. Advertisers may be charged for extensive changes requested after the deadline. The ANA is not responsible for any errors or omissions noted following the advertiser's approval of the advertisement.

**ANA Member Logo:** ANA-member advertisers may use the Association's member logo in their advertising in *The Numismatist* or other publications. Color logos are available for download from the ANA website (after logging in, visit [money.org/ANA-logos](http://money.org/ANA-logos)); The Association's corporate logo(s) may not be used in any advertising or promotional material without prior approval.

**"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.
- 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.
- Illustrator CS (or earlier) – Linked or embedded image files must accompany Illustrator file.

**ACCEPTABLE MEDIA/TRANSFER:** Email [sbradford@money.org](mailto:sbradford@money.org), [nmcallister@money.org](mailto:nmcallister@money.org) or [advertising@money.org](mailto:advertising@money.org). Compression: Mac format–Stuffit; PC format–Ziplt.zip files with BinHex translation

**Design Services:** At no charge, advertisers may submit desired layout, photographs, artwork and logos for production by *The Numismatist* in-house designer. 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 .57 cents per word, with a \$14 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.

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](mailto:advertising@money.org)

**ADVERTISING SALES MANAGER:** Nathan McAllister • 719-482-9867 • [nmcallister@money.org](mailto:nmcallister@money.org)

**ADVERTISING PRODUCTION COORDINATOR:** Shayla Bradford • 719-482-9850 • [sbradford@money.org](mailto:sbradford@money.org)