

Maine Antique Digest

2009

Advertising Information

(207) 832-4888

FAX (207) 832-7341

Toll-free

1-877-237-6623

Internet www.maineantiquedigest.com

E-mail mad@maineantiquedigest.com



Bernard Langlais
(1921-1977)

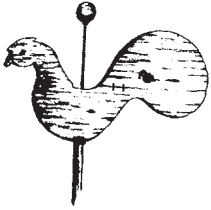
Lion, circa 1972

Collection of

Maine Antique Digest

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

Dates in red boxes indicate **M.A.D.** advertising deadlines.



MAINE ANTIQUE DIGEST

P.O. Box 1429 • 911 Main Street • Waldoboro, Maine 04572
(207) 832-4888 • Toll-free 1-877-237-6623 • FAX (207) 832-7341

Internet www.maineantiquedigest.com • E-mail ads@maineantiquedigest.com

ADVERTISING RATES, DISCOUNTS, & INFORMATION

	Basic Cost	With 10% Discount
Full Page	\$913.00	\$821.70
Front (show and auction only) or back cover*	1,000.00	900.00
Centerspreads*	2,000.00	1,800.00
3/4 Page	720.00	648.00
2/3 Page	643.00	578.70
3/5 Page	550.00	495.00
1/2 Page	465.00	418.50
1/2 Page back cover Section A*	800.00	720.00
2/5 Page	378.00	340.20
1/3 Page	317.00	285.30
1/4 Page	260.00	234.00
1/6 Page	182.00	163.80
1/8 Page	135.00	121.50
1/16 Page	100.00	90.00
Per column inch	20.00	18.00
Classified per word (25 word minimum)	1.00	no discount
Internet ad (based on print ad)	50.00	no discount
Internet ad without a print ad	125.00	no discount

Non-standard sizes: \$20.00 per column inch, with a 2-column-inch minimum.

* Covers and centerspreads by reservation only.

NOTE: Classified display and regular display rates are identical. All display advertisers will receive a checking copy of the issue.

SENDING US YOUR AD

What M.A.D. needs from you:

- The size of the ad
- The name of your business
- The issue(s) the ad should appear in
- For ads sent by e-mail, FTP, or disk, we also need a printed copy of your ad to proofread against. This may be faxed or mailed to us.

Maine Antique Digest goes to the printer in an all-electronic format (PDF). This means your ads must either be in the format of one of our software programs, or we need the raw materials to compose the ad. If sending electronically, you may e-mail, FTP, or send on Zip disks (250 MB largest size), floppies, CD-ROM, or DVD.

If we do your layout for you:

There is no charge for composing ads, including layout, typesetting, or scanning 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.

We can compose ads using your text and pictures (photographic prints or electronic photographs, either color or black and white). Your text may be handwritten or typed, except that large blocks of

text, such as auction listings or dealer lists, should be typed cleanly enough that they can be scanned or should be sent electronically. Digital photos should be shot at high resolution (a minimum 1600 x 1200) for the size needed in the ad. If you do not have numbered settings on your digital camera, use the best setting possible. Our line screen is 85 dots per inch, but we need 200 dots per inch for the printer.

If you do your own layout:

We send pages to the printer in PDF (portable document format). We prefer that you send us the files as PDFs. **Fonts must be embedded in the PDF.** When sending in PDFs, please make sure photos are set to grayscale and not color to ensure optimum clarity in printing. Please proofread your ads carefully. With few exceptions, we cannot make changes to or correct your PDFs. We can accept files in Pagemaker, QuarkXPress 6.5 or lower, Adobe InDesign (PC or Mac), and Microsoft Publisher and convert them here to PDF. If the ad is done and sent in Quark XPress, Microsoft Publisher, or Microsoft Word, please send photo files separately. Compressed files (ZIP, SIT, and HQX) are acceptable. We will return all disks, if requested, when we return photos at the end of each issue.

Color: Full-color ads are currently available in our yearly Antiques Trade Directory supplement, on our Web site, and as inserts. Call for information.

FTP

Files that can't easily be e-mailed can be sent via FTP over the *Maine Antique Digest* Web site. Go to www.maineantiquedigest.com, click on the FTP Ads link (to the right under the star at the top of the home page), and follow the instructions.

PROOFS

Proofs are sent on request. If you require a proof for approval prior to publication, ad materials must be in our office one week before the Wednesday deadline. Because of our printing schedule, we cannot guarantee that all changes can be made, but we will make every effort to assist you.

AD PLACEMENT

Covers and centerspreads by reservation only. Show and auction ads are placed together in the paper and are indexed on the calendar. The calendar is included on our Internet site at no extra charge, with dates, location, and contact information.

We group **classified** and **classified display ads** together. The classified display section is used to advertise quality contemporary arts and crafts and reproductions compatible with antiques. The rates for classified display and regular display ads are identical.

We group **real estate ads** together. **All other ads** are run of paper, placed at random, in approximately the order of arrival in our office, from the front of the paper toward the back.

Position is not guaranteed, even if you call ahead, with the exception of reserved covers and centerspreads. Most months the A, B, and C sections are all filled prior to deadline week.

The publisher reserves the right to reject any advertisement.

SPECIAL SECTIONS

Special show sections can be arranged. Please call us in advance.

INSERTS

Call for availability and pricing.

DEADLINES

The deadline is the **first Wednesday** of each month. Issues are mailed 10 days after the deadline date. *M.A.D.* deadlines are firm dates, and all material, including all ad copy and photographs, whether mailed or e-mailed, must be in our office by 5:00 p.m. on deadline day.

We strongly advise you to send electronic ads (e-mail or FTP) as early as possible.

Our printing schedule does not permit us to hold space past 5:00 p.m. on deadlines. Please allow plenty of time for your ad material to reach us.

CLASSIFIED ADVERTISING RATES

Maine Antique Digest classified ads are \$1.00 per word. **For 25 words or fewer, the cost is \$25.00 minimum charge.**

Photographs or illustrations with classifieds are \$10 extra. Photos or cuts may be furnished by the advertiser in any size but will not

exceed 1½" in publication. All classified ads must be paid in advance; no discounts apply. Tear sheets and checking copies are not furnished for classified ads.

INTERNET ADVERTISING

M.A.D.'s Internet advertising is a quick, inexpensive way to deliver your ad in color to an even larger audience. There's no extra work for you, and your ad will link to your home page.

Any ad running in the printed *M.A.D.* can run on the Web for \$50 (includes up to 3 color pictures). If you don't indicate which pictures should run, *M.A.D.* will choose three. Additional pictures can be posted for \$5 each (no discounts). Show and auction ads are also linked to *M.A.D.*'s Internet calendar at no extra charge.

Dealer ads are put up on the Net the Sunday following publication and stay on the Net until the next issue. Show and auction ads are posted to the Web as soon as they are processed. Show and auction ads stay on the Web until the date of the event passes, with no additional charges as long as the ad remains the same. Changes or additions to the ad will incur a \$25.00 charge.

Internet Ads Not Running in Print:

To place an ad on the Internet that is not running in print: \$125.00 the first month, \$50 each additional month for the same ad with no changes. This includes 3 color pictures or graphics. For each additional picture, add \$5.00.

Link on *M.A.D.* Home Page:

To place a link to your Web site on our home page without a print or Internet ad: \$50.00 per month.

Auction Catalogs:

In some cases, full auction catalogs can be posted. Call for details.

PAYMENTS/DISCOUNTS

- All display advertisers are eligible for a 10% discount on ads that are prepaid or paid within 10 days of receipt of invoice.
- First-time advertisers must send payment with the ad order. Of course, the 10% discount would apply.
- An additional 10% discount is available to advertisers who run the same ad for 6 months with no changes, paid in advance.
- Advertisers who spend over \$20,000 annually are eligible for a volume discount. Please call for details.
- 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, and American Express.

Canadian/foreign advertisers: Payment in U.S. funds only.

Advertising agencies: We no longer offer an agency discount.

CIRCULATION INFORMATION

Contrary to its title, *Maine Antique Digest* is not just a New England publication. Demographics are available on our Web site or in hard copy on request.

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2009 DISPLAY AND CLASSIFIED DISPLAY AD SIZES & RATES

STANDARD AD DIMENSIONS

Standard ad dimensions are shown below. Any ad not fitting these standard dimensions will be charged at the rate of \$20.00 per column inch.

**NOTE: Prices shown below are the basic cost (before discount).
10% discount for prepayment or payment within 10 days of invoice. For discounted price see page 2.**

Column Widths

7 1/2 column inches per page.
1 column1 3/4"
2 columns3 3/4"
3 columns5 3/4"

4 columns7 3/4"
5 columns9 3/4"
Centerspreads . . .21"

\$913.
(\$1,000 for covers
\$2,000 for
centerspread. Covers
and centerspreads by
reservation only.)

Full Page ▲
9 3/4 x 14 1/2

\$720.

3/4 Page ▲
9 3/4 x 10 7/8

\$643.

2/3 Page ▲
9 3/4 x 9 11/16

\$378. \$550.

2/5 Page ▲ 3/5 Page ▲
3 3/4 x 14 1/2 5 3/4 x 14 1/2

\$465.

Vertical Half Page ▲
4 3/4 x 14 1/2

Horizontal or Vertical
Half Page
Back Cover Section A
9 3/4 x 7 3/16
(by reservation only)

\$800.

\$465.

Horizontal Half Page ▲
9 3/4 x 7 3/16

3-column
Third
Page
5 3/4 x 8

\$317.

\$317.

Horizontal Third Page ▲
9 3/4 x 4 3/4

\$317.

Vertical Third Page ▲
4 3/4 x 9 11/16

\$260.

5-column Quarter Page ▲
9 3/4 x 3 1/2

\$260.

2 1/2-column Quarter Page ▲
4 3/4 x 7 3/16

2-column
Quarter Page
3 3/4 x 9

\$260.

\$260.

3-column Quarter Page ▲
5 3/4 x 6

2-column
Sixth Page
3 3/4 x 6

\$182.

\$182.

2 1/2-column Sixth Page ▲
4 3/4 x 4 3/4

\$135. **\$135.**

▲ ▲

2-column
Eighth Page
3 3/4 x 4 1/2 2 1/2-column
Eighth Page
4 3/4 x 3 1/2

2-column
Sixteenth Page
3 3/4 x 2 3/8

▼

\$100. **\$100.**

1-column Sixteenth Page ▲
1 3/4 x 4 3/4