

F+W Media, Inc.

Antiques & Collectibles Group

700 E. State Street • Iola, WI 54990-0001
PH: 800.726.9966 • FAX: 715.445.4087

1ST ANNUAL
**ANTIQUES &
COLLECTIBLES
INDUSTRY
DIRECTORY!**

Dear Valued Customer,

F+W Media, Inc. invites you to have your company listed **FREE** in our **1st Annual Antiques & Collectibles Industry Directory**. Select 3 **FREE** categories under which you'd like your listing to appear; check any desired upgrades; and mail or fax it to us by June 22, 2009.

The **Directory** will be poly-bagged and included in all subscriber copies of *Antique Trader*—that's *more than 40,000 total copies* to be distributed!

The **2009 Directory** will list hundreds of business names and their contact information, by category, making it a valued reference guide for thousands of collectors, dealers and enthusiasts to refer to again and again.

UPGRADE OPTIONS:

Make your listing stand out —

choose from the following upgrades:

- **Add categories** (beyond your 3 free categories)—
37 categories to choose from—**\$10 each**
- **Highlight** your listing in **color**—**\$40**
- Add your **full-color logo**—**\$50**
- Include a 25-word **company description**—**\$50**
- **List** your business **online**—**\$75**

**For even greater visibility, consider
our display advertising options:**

Contact your rep today
for special advertising
display packages



**DON'T MISS THIS GREAT
OPPORTUNITY TO REACH
NEW & EXISTING CUSTOMERS!**

Contact your representative today!

1.800.726.9966

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See Reverse Side for Free Listing Sign-up!

You must submit this form by **June 22** to get your free listing!

Don't Be Left Out!

Don't miss your **FREE** opportunity to be listed in the product & supplier directory devoted **exclusively to Antiques & Collectibles!**

A new form must be submitted each year!

The Directory will be delivered to ALL 40,000+ subscribers of **Antique Trader**.

FREE LISTING INFORMATION:

Company Name: _____

(Note: Write company name as you want it to appear.)

Address: _____

City: _____ State: _____ Zip: _____

Toll-Free Number: _____

Phone: _____ Fax: _____

Website: _____

E-mail: _____

Contact: *(for our records only)* _____

CHECK YOUR THREE FREE CATEGORIES:

(Additional listings are \$10 each — only first three are FREE.)*

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Glassware (any kind) |
| <input type="checkbox"/> Art, paintings, prints, photos | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Auctioneers | <input type="checkbox"/> Kitchen collectibles |
| <input type="checkbox"/> Books, magazines, newspapers | <input type="checkbox"/> Lamps |
| <input type="checkbox"/> Bottles | <input type="checkbox"/> Movie memorabilia |
| <input type="checkbox"/> Carnival glass | <input type="checkbox"/> Music memorabilia |
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Occupied Japan |
| <input type="checkbox"/> China | <input type="checkbox"/> Ornaments |
| <input type="checkbox"/> Clubs | <input type="checkbox"/> Plates |
| <input type="checkbox"/> Coins, paper money | <input type="checkbox"/> Pottery, porcelain |
| <input type="checkbox"/> Comics | <input type="checkbox"/> Postcards |
| <input type="checkbox"/> Cookie jars | <input type="checkbox"/> Records, cassettes, CDs |
| <input type="checkbox"/> Crystal | <input type="checkbox"/> Restoration |
| <input type="checkbox"/> Depression glass | <input type="checkbox"/> Services |
| <input type="checkbox"/> Dolls | <input type="checkbox"/> Shows |
| <input type="checkbox"/> Ephemera | <input type="checkbox"/> Silver, silverplate |
| <input type="checkbox"/> Figurines | <input type="checkbox"/> Toys |
| <input type="checkbox"/> Folk Art | <input type="checkbox"/> Other |
| <input type="checkbox"/> Furniture | |

UPGRADE YOUR LISTING!

Here are 3 great ways to draw attention to your listing!

- YES!** Highlight my listing in **color** (\$40).*
- YES!** Place my four-color logo near my company name and address (\$50).**
- YES!** I want my company description to appear near my company name and address (\$50).* *(Fill out company description below.)*
- YES!** List me on antiquesrader.com Business Directory (\$75).

COMPANY DESCRIPTION:

(Describe your company in 25 words or less for \$50)

GET EVEN GREATER VISIBILITY WITH DISPLAY ADVERTISING!

Limited space available — call now!

* *Payment must be received before deadline.*

** *Please submit a high-resolution (300 dpi) logo by e-mail to atads@krause.com. Logos can also be submitted by attaching a copy of your logo to this form. You may also submit your logo on disk to the address below.*

Fax this completed form to: 715.445.4087 or **Mail to:** Antiques & Collectibles Directory, 700 E. State St., Iola, WI 54990-0001

Call 1.800.726.9966 for more information or to advertise!

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