

# Antique Trader®

AMERICA'S ANTIQUES & COLLECTIBLES MARKETPLACE

700 East State Street • Iola, WI 54990-0001 • Tel: 800-726-9966, Nick Ockwig ext 13322, nick.ockwig@fwmedia.com  
 Fax: 715-445-4087 • www.antiquetrader.com

**Display Advertising** (Standard Size Display Ads)

	<b>1x</b>	<b>6x</b>	<b>20x</b>	<b>40x</b>
Full 4-color <i>(Trim size: 8" x 10.75". Live Area: 7" x 10". Bleed Size: 8.5" x 11.25")</i>	\$1,200	\$1,100	\$1,000	\$900
Full B&W	\$900	\$800	\$700	\$600
1/2 4-color	\$700	\$625	\$575	\$525
1/2 B&W	\$625	\$550	\$450	\$350
1/3 4-color	\$525	\$450	\$350	\$300
1/3 B&W	\$500	\$400	\$300	\$200
1/4 4-color	\$450	\$375	\$300	\$275
1/4 B&W	\$400	\$350	\$250	\$180
1/6 4-color	\$300	\$250	\$200	\$160
1/6 B&W	\$275	\$225	\$175	\$125
Collector Showcase	\$73	\$65	\$60	\$50
Front Cover (4-color)	\$350			
Inside Front (4-color)	\$1,500	\$1,400	\$1,300	\$1,200
Inside Back (4-color)	\$1,300	\$1,200	\$1,100	\$1,000
Back Cover (4-color)	\$1,800	\$1,700	\$1,600	\$1,500

**Classified Ads by the Inch**

Show & Auction Calendars, Classified, and Business Directory Advertising only

1 column width = 1.5", 2 column width = 3.33",  
 3 column width = 5.1667", 4 column width = 7"

<b>Ad Size</b>	<b>1 Issue</b>	<b>6 Issues</b>	<b>20 Issues</b>	<b>40 Issues</b>
1" to 3"	\$27	\$24	\$22	\$18
4 to 6	\$26	\$23	\$21	\$17
7 or larger	\$25	\$22	\$20	\$15

To calculate "ads by the inch": Take the number of columns wide, times the number of inches high, to equal total inches; then take the total inches, times the cost per inch, to figure the total cost per issue. Example: 2 columns wide x 4" high = 8 column inches; 8" x \$25 (see rates in the table above)=\$200. A 2-column wide x 2" high ad would cost \$104 for one issue.

**Antique Trader Business Directory**

A full year State by State Business listing in Antique Trader magazine plus a Business Directory Link on www.antiquetrader.com \$200

**AD SUBMISSION**

Accepted Advertising file formats:

Application Files (mac or PC):

Adobe Creative Suite v4 (Illustrator, InDesign, Photoshop)

QuarkXpress v8

PDF (Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded)

TIFF (300dpi, CMYK, fonts embedded)

EPS (300dpi, CMYK, fonts embedded)

For Ad creation:

Word/Excel (type used only)

Images: JPG, TIFF, PNG, EPs formats

300dpi minimum resolution for continuous tone

600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

**ONLINE ADVERTISING** www.antiquetrader.com

**Website advertising**

- Very effective for time sensitive events (sales, shows, auctions, etc.)
- Can be placed after print deadline has passed
- Compared with Google – you control when and where the ad is placed. Clicks are typically higher value because they are generated by an endemic audience.

**www.AntiqueTrader.com**

Wallpaper .....	\$1,500/mo
Pop Up Window .....	call for pricing
Box (300 x 250 pixels) .....	\$500/mo
Leaderboard (728 x 90 pixels).....	\$475/mo
Skyscraper (120 x 600 pixels) .....	\$450/mo
Half Skyscraper (120 x 240 pixels).....	\$375/mo
Banner (468 x 60 pixels).....	\$300/mo
Button (125 x 125 pixels) .....	\$150/mo

**E-newsletters**

- Reach a highly targeted audience of potential customers who have specifically chosen to receive newsletters.
- Ad positions are dedicated to you—no rotation with other ads or the competition.

**Antique Trader e-mail newsletter - twice a week**

Skyscraper.....	\$100/week
Banner.....	\$75/week
Button .....	\$50/week

**Dedicated E-mail Broadcasts (DEB)**

- Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads.
- Essentially "renting" our valuable e-mail subscriber lists that we have spent years investing in and developing.
- 100% of the message content is about YOU and your product or service.  
 \$550 Ask about multiple send discount pricing

**Antique Trader Business Directory Web Connections**

A full year (40 issues) of web connections ad (1.25" x 3.25") in Antique Trader magazine and full year of a Hotlink to your website on www.antiquetrader.com.....\$300

**Call for information about Search Engine Marketing and Search Engine Optimization**

- **Landing Pages on www.antiquetrader.com**

**AVERAGE HOUSEHOLD INCOME** (before Taxes) .....\$90,000

**AVERAGE AGE OF READER**..... 50 years

**AVERAGE NUMBER OF AUCTIONS OR SALES ATTENDED DURING LAST 12 MONTHS**.....35

**AVERAGE SPENT IN ANTIQUES & COLLECTIBLES HOBBY DURING LAST 12 MONTHS**.....\$9,000

Source: Antique Trader Readership Survey

**AD DIMENSIONS**

Full Page .....7" x 10"

1/2 Horizontal .....7" x 4.75"

1/2 Vertical .....3.4375" x 10"

1/2 Island .....4.625" x 7"

1/3 Vertical .....2.25" x 10"

1/4 Square.....4.625" x 3.375"

1/4 Horizontal .....7" x 2.25"

1/4 Vertical .....3.4375" x 4.75"

1/6 Horizontal .....4.625" x 2.25"

1/6 Vertical .....2.25" x 4.75"

Collector Showcase .....3.25" x 2.875"



**Send ad insertions to:**

Antique Trader  
 700 East State Street • Iola, WI 54990-0001  
 Tel: 800-726-9966 • Fax: 715-445-4087  
 antique trader.com  
 e-mail ad materials to nick.ockwig@fwmedia.com  
 or ask about sending ads electronically via our  
 ftp site at ftp.fwmedia.com

**Standard Advertising Policies:** **A.** Rates are charged for each individual ad, not for total inches in an issue or in separate ads grouped on a page. **B.** All advertising is accepted when published. **C.** The placement of an ad is automatically an acceptance of all rates and conditions in the rate card. **D.** The publisher will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions, which conflict with policies. **E.** All advertising is subject to the publisher's approval. The publisher reserves the right to edit advertising copy, artwork and format to conform with standard advertising policies. **F.** This publication does not guarantee, and disclaims all knowledge of, the right of seller or buyer to contract. **G.** Advertisers and advertising agencies concerned assume liability for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individual pictured in the advertisement. **H.** Publisher's obligations are suspended for the duration of any strikes, accidents, fires, acts of terrorism, acts of God or other contingencies beyond the publisher's control. **I.** Copy running longer than the space ordered will be cut from the end of the listings at the discretion of the publisher and returned. **J.** Any promotion with a prize must comply with all applicable federal, state and local laws, including United States Postal Service and Federal Trade Commission regulations. **K.** Advertisers must have in stock and be prepared to deliver at the prices indicated through the issue date of the publication in which they advertise, a reasonable quantity of the offered items sufficient to satisfy the anticipated demand. **L.** Any "guarantee" must explicitly state the terms, extent and duration of the guarantee offered and the responsible party. Statements such as "satisfaction guaranteed" give the purchaser, not the advertiser, the sole right to judge whether there is satisfaction. If the guarantee is based on the advertiser's own judgment, that fact must be stated. **M.** If delivery will take longer than 30 days from the date the seller receives the order, the seller must inform the buyer and offer the buyer the option of a refund or delayed delivery. **N.** Customers of mail-order advertisers in *Antique Trader* have ten days from the time they receive an order to return it, in the same condition, for a full refund.

**Antique Trader 2011 Issue Dates & Deadlines**

ISSUE DATE	DEADLINE	MAIL DATE	ISSUE DATE	DEADLINE	MAIL DATE
1/19/11	12/28/10	1/6/11	7/27/11	7/6/11	7/15/11
1/26/11	1/5/11	1/14/11	8/3/11	7/13/11	7/22/11
2/2/11	1/12/11	1/21/11	8/17/11	7/27/11	8/5/11
2/16/11	1/26/11	2/4/11	8/24/11	8/3/11	8/12/11
2/23/11	2/2/11	2/11/11	8/31/11	8/10/11	8/19/11
3/2/11	2/9/11	2/18/11	9/14/11	8/24/11	9/2/11
3/16/11	2/23/11	3/4/11	9/21/11	8/31/11	9/9/11
3/23/11	3/2/11	3/11/11	9/28/11	9/7/11	9/16/11
3/30/11	3/9/11	3/18/11	10/5/11	9/14/11	9/23/11
4/6/11	3/16/11	3/25/11	10/12/11	9/21/11	9/30/11
4/20/11	3/30/11	4/8/11	10/19/11	9/28/11	10/7/11
4/27/11	4/6/11	4/15/11	10/26/11	10/5/11	10/14/11
5/4/11	4/13/11	4/22/11	11/2/11	10/12/11	10/21/11
5/11/11	4/20/11	4/29/11	11/9/11	10/19/11	10/28/11
5/18/11	4/27/11	5/6/11	11/16/11	10/26/11	11/4/11
5/25/11	5/4/11	5/13/11	11/23/11	11/2/11	11/11/11
6/1/11	5/11/11	5/20/11	11/30/11	11/9/11	11/18/11
6/15/11	5/25/11	6/3/11	12/14/11	11/21/11	12/2/11
6/22/11	6/1/11	6/10/11	12/21/11	11/30/11	12/9/11
6/29/11	6/8/11	6/17/11	12/28/11	12/7/11	12/16/11
7/6/11	6/15/11	6/24/11	1/4/12	12/14/11	12/23/11
7/20/11	6/29/11	7/8/11			

NOTE: Dates are subject to change.

**800.726.9966**

*Need help choosing advertising options for your business & budget?  
 Contact us to discuss a custom package that is right for you.*