

# Antique DOLL COLLECTOR<sup>®</sup> ADVERTISING RATES

P.O. Box 239, Northport, New York 11768 [www.antiquedollcollector.com](http://www.antiquedollcollector.com)  
 Phone (631) 261-4100 Fax (631) 261-9684 email: [antiquedoll@gmail.com](mailto:antiquedoll@gmail.com)

*Antique DOLL Collector, published 12 times a year, is a full color magazine dedicated to the interests of collectors and dealers of Antique, Vintage and Collectable Dolls, Teddy Bears, Miniatures and related collectibles.*



## Ad Sizes:

Full page .....	7 1/2 x 10"
2/3 page vertical.....	4 7/8 x 10"
1/2 page vertical.....	3 5/8 x 10"
1/2 page horizontal .....	7 1/2 x 4 7/8"
1/3 page vertical.....	2 3/8 x 10"
1/3 page square .....	4 7/8 x 4 7/8"
1/4 page.....	3 5/8 x 4 7/8"
1/6 page vertical.....	2 3/8 x 4 7/8"

## Printing Specifications:

Trim Size: 8.375" x 10.875"  
 Add 0.15" on all sides for bleed

## Full Color Advertising Rates

	1 Time	3 Times	6+ Times
Full Page	\$1,200	\$1,125	\$1,095
2/3 Page	\$ 900	\$ 825	\$ 750
1/2 Page	\$ 795	\$ 750	\$ 695
1/3 Page	\$ 650	\$ 625	\$ 595
1/4 Page	\$ 490	\$ 460	\$ 400
1/6 Page	\$ 325	\$ 300	\$ 275
2 Page Spread	\$2,350	\$2,150	\$1,995
Inside front cover	\$1,435	\$1,375	\$1,295
Inside back cover	\$1,350	\$1,275	\$1,195
Back Cover	\$1,550	\$1,425	\$1,375
Page One	\$1,350	\$1,275	\$1,195

## Black and White Advertising Rates

	1 Time	3 Times	6+ Times
Full Page	\$785	\$715	\$685
2/3 Page	\$600	\$525	\$485
1/2 Page	\$550	\$500	\$450
1/3 Page	\$425	\$400	\$350
1/4 Page	\$350	\$325	\$275
1/6 Page	\$225	\$200	\$175

**Website Banner Ads** Right hand column of one or more pages: Home, Calendar, Patterns or all 6 pages that have that column available. Space per page is limited to 216 pixels wide x 864 pixels high. All banner ads include a link to a website and/or email connection.

**Banner Ad Sizes and Prices** (Note: 72 pixels = 1 inch)

- Full banner: 216 pixels wide x 864 pixels high - \$300 per month
  - 3/4 banner: 216 pixels wide x 648 pixels high - \$225 per month
  - 1/2 banner: 216 pixels wide x 432 pixels high - \$150 per month
  - 1/3 banner: 216 pixels wide x 288 pixels high - \$100 per month
  - 1/4 banner: 216 pixels wide x 216 pixels high - \$75 per month
- Add \$10 for each additional page*

PDF, JPG or TIF are accepted. Please call us with any questions.  
 All rates are NET and NOT commissionable to agencies.  
 Covers, spreads and premium pages are only available in full color.

## Special!

### Full Color Emporium Ads

Send us a photo of your item with your description and contact information (60 words or less). The cost is only \$75!

## Classified Ads

**Copy Ads:** 35 cents per word, no limit; \$12 minimum

Ads with a border and **boldface**, add \$10 to word total.

### FULL COLOR PHOTO ADS

1/9 page ( 3-3/8" h x 2-3/8" w) \$75

### BLACK AND WHITE PHOTO ADS

we can convert your color ads to black and white  
 1/9 page ( 3-3/8" h x 2-3/8" w) \$50

Please include payment with your ad.

## 2017 ADVERTISING DEADLINES

COVER DATE	DEADLINE
JANUARY 2017	DECEMBER 5, 2016
FEBRUARY 2017	JANUARY 6, 2017
MARCH 2017	FEBRUARY 6, 2017
APRIL 2017	MARCH 6, 2017
MAY 2017	APRIL 6, 2017
JUNE 2017	MAY 5, 2017
JULY 2017	JUNE 5, 2017
AUGUST 2017	JULY 6, 2017
SEPTEMBER 2017	AUGUST 4, 2017
OCTOBER 2017	SEPTEMBER 5, 2017
NOVEMBER 2017	OCTOBER 6, 2017
DECEMBER 2017	NOVEMBER 6, 2017

## Policy

All advertisements are accepted and published by *Antique DOLL Collector* entirely on the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will indemnify and save *Antique DOLL Collector* harmless from and against any loss of expense arising out of publication of such advertisements, including without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright and trademark infringement.

*Antique DOLL Collector* reserves the right to reject or cancel any advertising for any reason at any time. Advertisements simulating *Antique DOLL Collector* editorial matter in appearance, style, or which are not immediately identifiable as advertisements shall have the word "advertisement" printed at either the top or bottom.

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