

# Antique DOLL COLLECTOR® ADVERTISING RATES

P.O. Box 239, Northport, New York 11768 [www.antiquedollcollector.com](http://www.antiquedollcollector.com)  
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*Antique DOLL Collector*, published 12 times a year, is a full color magazine dedicated to the interests of collectors and dealers of Antique 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"
1/6 page horizontal .....	4 7/8 x 2 3/8"

## 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	\$1,085	\$1,025	\$ 995
2/3 Page	\$ 900	\$ 825	\$ 750
1/2 Page	\$ 750	\$ 700	\$ 650
1/3 Page	\$ 625	\$ 600	\$ 550
1/4 Page	\$ 490	\$ 460	\$ 400
1/6 Page	\$ 325	\$ 300	\$ 275
2 Page Spread	\$2,250	\$2,050	\$1,950
Inside front cover	\$1,385	\$1,325	\$1,250
Inside back cover	\$1,275	\$1,225	\$1,150
Back Cover	\$1,500	\$1,425	\$1,350
Page One	\$1,200	\$1,125	\$1,060

## 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

**Digital Files:** a high resolution PDF in cmyk format, high resolution JPEGs or TIFS 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 \$95!

## 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) \$125

### BLACK AND WHITE PHOTO ADS

we can convert your color ads to black and white

1/12 page ( 2-1/2" h x 2-3/8" w) \$40

1/9 page ( 3-3/8" h x 2-3/8" w) \$50

Please include payment with your ad.

## ADVERTISING DEADLINES 2012

COVER DATE	DEADLINE
JANUARY 2012	DECEMBER 3, 2011
FEBRUARY 2012	JANUARY 3, 2012
MARCH 2012	FEBRUARY 3, 2012
APRIL 2012	MARCH 2, 2012
MAY 2012	APRIL 3, 2012
JUNE 2012	MAY 3, 2012
JULY 2012	JUNE 4, 2012
AUGUST 2012	JULY 2, 2012
SEPTEMBER 2012	AUGUST 3, 2012
OCTOBER 2012	SEPTEMBER 4, 2012
NOVEMBER 2012	OCTOBER 3, 2012
DECEMBER 2012	NOVEMBER 2, 2012

## 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.

Publisher is not liable for errors in key numbers or other type set by the Publisher. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with Publisher's policies will be binding on Publisher.