

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

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*Antique DOLL Collector 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 Trim Size: 8.375" x 10.875"

Add 0.125" on all sides for bleed

|                           |   |
|---------------------------|---|
| 2/3 page vertical.....    | 4 <sup>7</sup> / <sub>8</sub> x 10"                             |
| 1/2 page vertical.....    | 3 <sup>5</sup> / <sub>8</sub> x 10"                             |
| 1/2 page horizontal ..... | 7 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub> " |
| 1/3 page vertical.....    | 2 <sup>3</sup> / <sub>8</sub> x 10"                             |
| 1/3 page square .....     | 4 <sup>7</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub> " |
| 1/4 page.....             | 3 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub> " |
| 1/6 page vertical.....    | 2 <sup>3</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub> " |

## 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  | \$ 395   |
| 1/6 Page           | \$ 325  | \$ 300  | \$ 275   |
| 2 Page Spread      | \$2,350 | \$2,250 | \$2,150  |
| Inside front cover | \$1,435 | \$1,375 | \$1,295  |
| Inside back cover  | \$1,350 | \$1,275 | \$1,195  |
| Back Cover         | \$1,550 | \$1,495 | \$1,425  |
| 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

**Email Blasts** Send an Eblast to our mailing list. Announce your show, action or special event. Advertise your service or merchandise: **\$395 for one, \$495 for two using the same artwork within a calendar month.**

For more information, contact Lisa Brannock at 202-682-1009.

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.

## 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

### FULL COLOR PHOTO ADS

1/9 page ( 3-3/8" h x 2-3/8" w) \$95

### 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) \$75

Please include payment with your ad.

## 2020 ADVERTISING DEADLINES

| COVER DATE         | DEADLINE          |
|--------------------|-------------------|
| JANUARY 2020       | DECEMBER 9, 2020  |
| FEBRUARY 2020      | JANUARY 8, 2020   |
| MARCH 2020         | FEBRUARY 7, 2020  |
| APRIL 2020         | MARCH 9, 2020     |
| MAY 2020           | APRIL 8, 2020     |
| JUNE 2020          | MAY 8, 2020       |
| JULY / August 2020 | JUNE 16, 2020     |
| SEPTEMBER 2020     | AUGUST 8, 2020    |
| OCTOBER 2020       | SEPTEMBER 8, 2020 |
| NOVEMBER 2020      | OCTOBER 8, 2020   |
| DECEMBER 2020      | NOVEMBER 9, 2020  |

## 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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