

2010 AD DEADLINES

ISSUE	DEADLINE	PUB. DATE
JANUARY '10	Nov. 25 <i>*January Show Issue</i>	Dec. 18
FEB./MAR.	Jan. 19	Feb. 5
APRIL	Feb. 17 <i>*Auction Issue</i>	Mar. 12
MAY	Mar. 22	Apr. 16
JUNE	Apr. 21 <i>*June Show Issue</i>	May 14
JULY	May 25	June 18
AUGUST	June 21 <i>*Mall Issue</i>	July 16
SEPTEMBER	July 23 <i>*Care & Display Issue</i>	Aug. 13
OCTOBER	Aug. 24	Sept. 13
NOV./DEC.	Sept. 23 <i>*Double Issue - Holiday</i>	Oct. 15
JANUARY '11	Nov. 24 <i>*January Show Issue</i>	Dec. 17

Note: Camera-ready materials - CALL for deadline.

SUBSCRIPTIONS

1 year – 10 issues	\$26.95
1 year – International*	\$39.95

SAMPLE COPY

1 issue – USA	\$3.95
1 issue – International*	\$5.95

Collectors News is mailed via standard presort mail. International copies are sent via surface mail; please allow 6-8 weeks for international delivery.

* Payment in U.S. funds: Postal Money Order, VISA, MasterCard, American Express, or Discover. No international payments by personal check.

CLASSIFIEDS ONLINE

New "Market Place" on our Web site —
www.Collectorsinfo.com — for all classified advertisers

Pioneer Communications, Inc. will host ads for ALL collectibles-related items online at www.CollectorsInfo.com (Collectors' Information Bureau / CIB).

Why?

- There is a growing interest from collectors to buy and sell through a trusted name like CIB.
- CIB's Web site has 100,000s of browsers each month that frequently visit this Market Place.

With this new feature, you have the ability to edit and manage your own classified ads! Instructions easily lead you through the online process.

- Low Rates — 140-character description, \$10; 270 characters, \$15
- 90 Days Online, with an email reminder 7 days before your ad expires
- "Wanted" and "For Sale"
- Additional Keywords, to help others find your item(s)
- One FREE Image, to enhance your ad
- Instantly Online, upon credit card payment

No computer? Questions?
We will help. Call us — 800-352-8039.

ADVERTISE

- **Services • Antiques**
- **Early 20th-century Nostalgia**
- **Exclusives**

Collectors News Is A Publication Of



ADVERTISING RATES

Collectors News 2010



Guiding Collectors For 50 Years

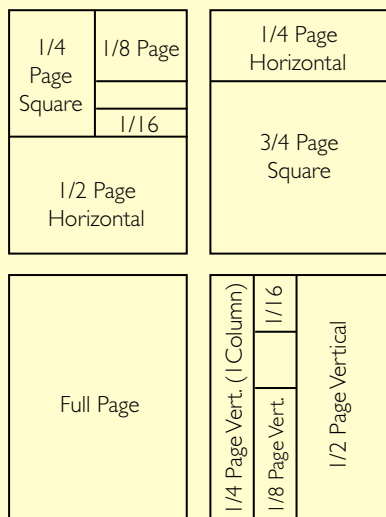
1-800-352-8039
Fax: 1-319-824-3414

P.O. Box 306, 506 2nd Street
Grundy Center, IA 50638
<http://www.collectors-news.com>

Ronda Jans
rjans@pionermagazines.com

DISPLAY ADVERTISING

SAMPLE AD UNITS



AD UNIT DIMENSIONS

Ad Unit	Width x Ht.	Ad Unit	Width x Ht.
Full Page	7" x 10"	1/4 Pg Vert.	1 5/8" x 10"
3/4 Pg Sq.	7" x 7 1/2"	1/8 Pg Horiz.	3 3/8" x 2 1/2"
3/4 Pg Vert.	5 1/4" x 10"	1/8 Pg Vert.	1 5/8" x 5"
1/2 Pg Horiz.	7" x 5"	1/16 Pg Horiz.	3 3/8" x 1 1/4"
1/2 Pg Vert.	3 3/8" x 10"	1/16 Pg Vert.	1 5/8" x 2 1/2"
1/4 Pg Sq.	3 3/8" x 5"	Full Column Vert.	1 5/8" x 10"
1/4 Pg Horiz.	7" x 2 1/2"	Inside Top Streamer	7" x 1"

FORMAT SPECIFICATIONS

- Columns per page 4
- Column width - 1 col. 1 5/8 inches
- Column width - 2 col. 3 3/8 inches
- Column width - 3 col. 5 1/4 inches
- Column width - 4 col. 7 inches
- Column depth 10 inches
- Live Area 7 inches x 10 inches
- Trim Size 8 1/2 x 11 inches

INTERNET BANNER AD www.collectors-news.com

- New ads posted first of each month.
- Banners: 500 pixels wide x 80 pixels high @300ppi
- 1 month - Advertisement Page \$46.50*
- 1 month on **CN's** Home Page \$57.00*
- Change of copy - 1 line \$11.50
- * plus set-up fee of \$28 if CN creates banner; no set-up fee for banners submitted electronically by advertiser

RATES FOR STANDARD AD SIZES

Ad Unit	1-time	3-time	6-time	12-time
Bus. Card Directory	\$31.00	\$28.50	\$27.00	\$24.50
1/16 Page (2.5")	41.50	41.00	40.00	38.50
1/8 Page (5")	83.00	81.50	80.00	76.00
1/4 Page (10")	156.50	153.50	151.00	144.00
1/2 Page (20")	299.00	292.50	287.00	275.00
3/4 Page (30")	448.00	438.50	429.50	412.00
Full Page (40")	568.50	556.00	545.00	508.50
Top Streamer	103.00	101.00	99.00	95.50
2 Streamers	195.00	193.00	183.00	179.00

ADDITIONAL RATE INFORMATION

- Spot Color +\$154.50
- Full Color (Advertiser provides ad on disc) Call
- Full page, 4-color \$1,082.00
- Half page, 4-color \$812.50
- Premium Position:
- Inside Cover, Inside Back Cover \$1,138.85
- Back Cover \$1,235.50
- Bleed available; allow 1/8" over trim size 8 1/2" x 11"
- Demand Position +10%
- Late Change of Copy +10%
- Calendar Listing including phone number \$12.00
- Bold Calendar 6-line Listing \$19.00
- Ads in Magazine, also on **CN's** Internet Site +\$45

APPLICATIONS & MEDIA SPECIFICATIONS

- QuarkXPress, Adobe Photoshop, Adobe Illustrator, Freehand
- Copy of all fonts
- Mac format preferred, CD, zip disk, floppies, or e-mail
- Desktop Scans: TIF, EPS, JPG, PDF - 300 DPI
- Line work or bitmap scan - 600 - 1,200 DPI
- Type: No less than 7 pt.
- Electronic files preferred

Send Materials to:

Collectors News / Pioneer Communications, Inc.
 P.O. Box 306, 506 Second Street
 Grundy Center, IA 50638
 or e-mail: rjans@thepioneergroup.com

POLICIES

POLICY TERM DESCRIPTIONS

Reproductions: Advertising for reproductions will be accepted only if a) it is stated as a reproduction in the ad, and b) the reproductions are permanently and clearly marked (replacement hardware and restoration supplies excepted).

Contract Rates: Display advertisers earn 3-time, 6-time or 12-time contract rates by reserving the space with the initial insertion to be completed within a 12-month period.

Til Forbid (TF) Ads: Minimum of 3 months, rates as earned.

Change of Copy: Changes of copy on contract display ads may be made at no charge prior to deadline. Changes or cancellations after the deadline are subject to an additional charge.

Ad Copy: Ad should be typed (double-spaced) or legibly written. **CN** does not accept responsibility if advertiser submits copy over the phone or fax or submits copy which is incorrect, poorly prepared, or illegible. In the event of errors by **CN**, we will rerun the corrected part of the ad or cancel charges on that part of the ad.

Camera-ready Copy: Inquire about discounts for camera-ready copy.

E-mail Ads: Ads sent to **Collectors News** in an e-mail must be Macintosh compatible and accompanied with All Fonts used in the document. **CN** uses QuarkXPress, Adobe Photoshop, Adobe Illustrator, Freehand.

Acceptance: We reserve the right to edit, reject, or position any advertising.

Canadian & Other International Advertisers: Send payment in U.S. funds in the form of postal money order or charge to VISA, MasterCard, or American Express. *Sorry, absolutely no personal checks from outside the U.S.A. accepted (due to extra bank charges).*