

32,000 readers every week

# THE AUCTION EXCHANGE And COLLECTORS NEWS®

**For 30 years the most complete and affordable Auction/Antique/Collectible Guide in The Great Lakes Region.**

<p>1/2 page 10-1/4 x 8 in</p> <p>6 columns x 8 in</p> <p>\$315.56</p>	
<p>1/8 page 5 x 4 in</p> <p>3 columns x 4 in</p> <p>\$83.80</p>	<p>1/4 page 5 x 8 in</p> <p>3 columns x 8 in</p> <p>\$157.77</p>
<p>1/16 page 3-1/4 x 3 in</p> <p>\$41.90</p>	

## CIRCULATION

- We are a weekly subscription based publication. Our circulation reaches all of Michigan, northern Indiana and northern Ohio, with subscribers from other regions of the U.S. and Canada as well.
- The Auction Exchange & Collectors News is printed Thursday evening and mailed Friday morning to our subscribers.
- In addition to the regular subscription mailing, we ship sample copies via UPS to selected antique shops, shows and auctions each week for distribution. Please let us know if you would like to be included in our rotating sample distribution list.
- The Auction Exchange & Collectors news is also sold for \$1.00 per copy at selected retail bookstores throughout the region.

## DISPLAY ADVERTISING SIZES

■ Our advertising is calculated based on our open rate of \$7.33 a column inch and discounted based on frequency of insertion and/or size. (2 column inch minimum.) For ads that respect our standard format (see 'mechanical requirements' on the reverse page) rates are based on our standard open rate of \$6.98 a column inch.

Full page . . . . .	\$546.15
2-page spread . . . . .	\$1065.00
2-page spread with 4 color . . . . .	\$1316.00
1/2 page . . . . .	\$315.56
1/4 page . . . . .	\$157.77
1/8 page . . . . .	\$83.80

*These rates are based on one insertion and our standard point size format.*

### Real estate auction ads.

1st insertion . . . . .	\$4.75/col. in.
2nd insertion . . . . .	\$4.25/col. in.
3rd insertion . . . . .	\$3.75/col. in.

## COLOR ADVERTISEMENTS

Your ad can be printed in full color for an additional color charge of \$80 up to 1/2 page and \$130 up to a full page. Color is subject to availability, please call early to reserve your spot.

## BACK COVER ADS

(These areas are for non-auction ads only.) Back cover ads are booked in advance by reservation - call for availability.

## CLASSIFIED ADS

- Please mail, fax or E-mail your copy (sorry, classified ads will only be accepted by phone with a credit card).
- Classified ads must be prepaid.
- \$6.40 for first 15 words. 25¢ for each add'l. word over 15.
- Classified ads are exclusively for shops / shows / services buying and selling - **absolutely no auction ads or tag sales will be accepted.**

## DEADLINES/SENDING COPY

- Deadline is noon Wed. for the next weekly publication.
- All material must be received by this time, including photographs. (Call for holiday schedules)
- A 10% surcharge will be added to display advertising received after deadline. We cannot always guarantee insertion of late ads.
- In all cases, it's a good idea to call and notify us that your ad has been received.

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### MECHANICAL REQUIREMENTS

■ Each page is six columns wide (10¼ inches) by 16 inches high. Each column is 1-5/8 inches wide. Our standard format uses a minimum of 10 pt. type (for body copy) for purposes of readability, and specific point sizes for heading (26 pt.) date (20 pt.) city/state (16 pt.) so please keep this in mind as you plan your ad. We typeset your ad to fit our specifications while keeping in mind your requirements and the need to minimize the cost of your ad. Point size as indicated \$6.98/column inch. Deviation from the standard point size format is \$7.33/column inch.

	Width of columns
1 column	.....1-5/8"
2 column	.....3-1/4"
3 column	.....5"
4 column	.....6-3/4"
5 column	.....8-1/2"
6 column	.....10-1/4"

### COMPUTER-GENERATED COPY / E-MAIL

■ We are entirely PC-based using Quark Xpress. We accept copy on diskette, Zip or CD (PC formatted). Alternatively we can receive data via e-mail. All images/graphics must be supplied in tif, jpg or eps\* format, uncompressed at least 300dpi. We accept color, or black and white. Please call in advance to make arrangements for these transmissions. Our E-mail address is: [info@eauctionexchange.com](mailto:info@eauctionexchange.com)

■ \*Please make sure that all fonts in the eps are included. We hold the entire Linotype Library of fonts: therefore we cannot accept any other fonts unless your license includes a Remote User clause.

■ All files supplied in the above formats must be accompanied with a printout ('directory') of all images, graphics and fonts used and a laser proof of the advertisement.

### ACCURACY

■ Every effort is made to ensure the accuracy of your finished ad. Sending it to us well in advance is essential in allowing adequate time for proofing and faxing layouts to you for approval. We assume no guarantee or liability concerning the accuracy of published advertisements.

### AND MORE!

- Bulk shipped to 182 antique shops in the region.
- Over 1,000 auctioneers are on our mailing list.
- FREE auction listings (online).
- Links to your website.
- FREE auction reviews.

We Bring You  
**Value**



We Bring You  
**Bidders**

## WHY PAY FOR INTERNET ADVERTISING?

We Post Your Ad at NO Charge!

All for

**ONE LOW PRICE**

420,000 Hits Every Month

to our Website

[www.eauctionexchange.com](http://www.eauctionexchange.com)

### *WE UPLOAD YOUR AUCTIONS*

You Get Online Regional & National  
Coverage At No Additional Cost

**YOU DO THE AUCTIONS  
WE DO THE HEAVY LOADING**

**CALL TOLL FREE  
888-339-3795, ext. 134**

*Every week*  
**32,000 people read**  
**The Auction Exchange &  
Collectors News**

With the best coverage available for  
Auctions, Antiques and Collectibles,  
your ad will reach qualified buyers at  
an affordable price.

27 N. Jefferson St., PO Box 90, Knightstown, IN 46148

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