



Numismatics

2011

Advertising Rates and Mechanical Specifications

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Contacts

DISPLAY ADVERTISING PERSONNEL:

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CLASSIFIED ADVERTISING:

Toll Free: 1-800-258-0929

EMAIL: classifiedadorders@krause.com or log on to www.numismaticnews.com to place your ads online!

EDITORIAL PERSONNEL:

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SUBSCRIPTIONS, CALL OR VISIT ONLINE:

Numismatic News www.numismaticnews.com..... 386-246-3422
World Coin News www.worldcoinnews.net..... 386-246-3424
Bank Note Reporter www.banknotereporter.com..... 386-246-3416
Coins Magazine www.coinsmagazine.net..... 386-246-3421
Coin Prices..... www.coinpricesmagazine.net..... 386-246-3423
NumisMaster www.numismaster.com

SHOWS:

Contact us for information on attending or exhibiting at our numismatic events:

Chicago International Coin Fair www.cicfshow.com
 Chicago Paper Money Expo..... www.cpmxshow.com

BOOK ADVERTISING: Why advertise in KP books?

Industry Knowledge & Reputation:

KP has been helping collectors enhance their numismatic knowledge and make savvy investments and informed sales for more than 57 years. The KP Standard Catalog series, featuring our KM number identification and pricing system, continues to be the Standard to which virtually all serious collectors adhere.

Targeted Reach and extended Shelf life:




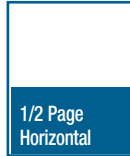




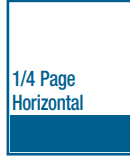



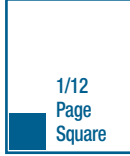


Collectors investing in any KP book are serious enough about their particular interests to purchase our books year after year. While some titles are printed annually and others more infrequently, topics range from the all-encompassing to the more specialized, niche interests. No matter what your business or service, with more than 150,000 books slated for world-wide distribution in 2010 alone, your ad is sure to reach the most knowledgeable, most engaged and most financially enabled audience the hobby has to offer!

Contact your sales representative for a copy of our most recent Numismatic Books Advertising Rate Card.

AD SIZES








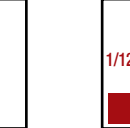

FOR NUMISMATIC NEWS, WORLD COIN NEWS AND BANK NOTE REPORTER:

- Trim size: 8" x 10-3/4" (20.3 x 27.3 cm). Live area: 7" x 10" (17.78 x 25.4 cm).
- Bleed size: 8.5" x 11.25" (21.6 x 28.6 cm).
- Four 1-1/2" (5.7 cm) columns per page with 1-1/2 pica gutter between columns.
 1 Column - 1.5" (3.8 cm); 2 Columns - 3.33" (8.5 cm);
 3 Columns - 5.1667" (13.1 cm); 4 Columns - 7" (17.8 cm)

				
7" x 10" 17.78 cm x 25.4 cm	4.625" x 10" 11.7 cm x 25.4 cm	3.4375" x 10" 8.7 cm x 25.4 cm	7" x 4.75" 17.78 cm x 12.1 cm	4.625" x 7" 11.7 cm x 17.78 cm
				
2.25" x 10" 5.7 cm x 25.4 cm	4.625" x 4.75" 11.7 cm x 12.1 cm	4.625" x 3.25" 11.7 cm x 8.3 cm	7" x 2.25" 17.78 cm x 5.7 cm	3.4375" x 4.75" 8.7 cm x 12.1 cm
				
4.625" x 2.25" 11.7 cm x 5.7 cm	2.25" x 4.75" 5.7 cm x 12.1 cm	2.25" x 2.25" 5.7 cm x 5.7 cm	3.25" x 2.875" 8.3 cm x 7.3 cm	3.25" x 1.25" 8.3 cm x 3.2 cm

FOR COINS AND COIN PRICES:

- Publication trim size 7-3/4" x 10-1/2" (19.69 cm x 26.67 cm).
- Bleed size 8" x 10-3/4" (20.32 cm x 27.31 cm)
- Page size 7" x 10" (17.78 cm x 25.40 cm).
- Three 2-1/4" (5.7 cm) columns per page with 1-1/2 pica gutter between columns.
 1 Column - 2.25" (5.7 cm) - 13-1/2 picas
 2 Columns - 4.75" (12.07 cm) - 28 picas
 3 Columns - 7" (17.78 cm) - 42 picas

				
7" x 10" 17.78 cm x 25.40 cm	4.75" x 10" 12.07 cm x 25.40 cm	7" x 4-7/8" 17.78 cm x 12.70 cm	2.25" x 9-7/8" 5.72 cm x 25.40 cm	2.25" x 4-7/8" 12.07 cm x 12.70 cm
				
2.25" x 4-7/8" 5.72 cm x 12.70 cm	4.75" x 2-7/16" 12.07 cm x 6.35 cm	2.25" x 2-7/16" 5.72 cm x 6.35 cm	2.25" x 1-3/16" 5.72 cm x 3.18 cm	

AD SUBMISSION INFORMATION

<p>Application Files (mac or PC):</p> <p>Adobe Creative Suite v4 (<i>Illustrator, InDesign, Photoshop</i>) QuarkXpress v8 PDF (<i>Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded</i>) TIFF (<i>300dpi, CMYK, fonts embedded</i>) EPS (<i>300dpi, CMYK, fonts embedded</i>)</p>	<p>For Ad creation:</p> <p>Word/Excel <i>(type used only)</i></p> <p>Images: JPG, TIFF, PNG, EPS formats 300dpi minimum resolution for continuous tone 600dpi minimum resolution for line art</p> <p>Any other formats not shown should be approved in advance by your sales representative.</p>	<p>FTP instructions:</p> <p>If you are on a MAC ftp.krause.com User ID/type the word "anonymous" Password: is your email Inbound folder Then look for folder of publication you are submitting for</p> <p>If you are on a PC ftp://ftp.krause.com E-mail: Stuff/ZIP all files before sending, self-extracting files are preferred.</p>
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Numismatic News®

Rate Card No. 71
www.numismaticnews.com
Average Circulation: 40,000

NUMISMATIC NEWS is dedicated to active collectors and investors who buy and sell coins, paper money and other monetary items. NN's focus is to deliver news and market pricing data. Reports from Capitol Hill, the U.S. Mint, and from collector organizations and events from around the country and world are presented.

DISPLAY ADVERTISING RATES:

Cost per consecutive issue

AD SIZE	1 ISSUE	3 ISSUES	13 ISSUES	52 ISSUES
Full Page (7" x 10")	\$1635.00	\$1525.00	\$1425.00	\$1320.00
2/3 Vertical (4.625" x 10")	1275.00	1185.00	1115.00	1045.00
1/2 Horizontal (7" x 4.75")	907.00	850.00	800.00	750.00
1/2 Vertical (3.4375" x 10")	907.00	850.00	800.00	750.00
1/2 Island (4.625" x 7")	907.00	850.00	800.00	750.00
1/3 Vertical (2.25" x 10")	699.00	650.00	615.00	575.00
1/3 Square (4.625" x 4.75")	699.00	650.00	615.00	575.00
1/4 Square (4.625" x 3.25")	475.00	440.00	415.00	390.00
1/4 Horizontal (7" x 2.25")	475.00	440.00	415.00	390.00
1/4 Vertical (3.4375" x 4.75")	475.00	440.00	415.00	390.00
1/6 Vertical (2.25" x 4.75")	385.00	360.00	340.00	320.00
1/6 Horizontal (4.625" x 2.25")	385.00	360.00	340.00	320.00
1/12 Square (2.25" x 2.25")	215.00	199.00	185.00	175.00
Directory (3.25" x 1.25")	140.00	130.00	125.00	115.00

COLLECTOR'S MARKETPLACE:

For coins under \$150.00 each - Unit Size 3.25" x 2.875" (8.3 cm x 7.3 cm)

	1 unit (1/6 Page)	2 units (1/3 Page)	4 units (2/3 Page)	6 (Full Page)
Units/Per Issue	\$105.00	\$185.00	\$350.00	\$495.00

WEB SITE DIRECTORY:

Monthly full-color directory to promote your Web Site.

Ad Size: 3.25" x 1.25" (8.3 cm x 3.2 cm): \$85.00 monthly for 12 months.

COIN MARKET: Inserted into the first issue of NN each month, Coin Market provides up-to-date coin values for U.S. silver dollars, commemoratives, type coins, proof sets and gold coins. An extensive value guide for regular issue U.S. coins is also featured. Historical features provide background information for collectors helping readers learn about the coins in their collection.

CLASSIFIED DISPLAY ADVERTISING RATES:

Rates shown per inch. (Two-inch (5.08 cm) minimum ad order required.)

AD SIZES	1 ISSUE	3 ISSUES	13 ISSUES	52 ISSUES
2" - 10"	\$24.40/inch	\$23.30/inch	\$21.95/inch	\$20.55/inch
11" - 20"	23.60/inch	22.35/inch	21.00/inch	19.80/inch
21" - 30"	23.00/inch	21.85/inch	20.40/inch	18.95/inch
31" - 36"	22.35/inch	21.15/inch	19.90/inch	18.40/inch

CLASSIFIED DISPLAY ADVERTISING SPECS:

Four columns per page.

1 Column	1.5"	3.8 cm
2 Columns	3.33"	8.5 cm
3 Columns	5.1667"	13.1 cm
4 Columns	7"	17.8 cm

ADVERTISING DEADLINES:

COVER DATE	ISSUE NUMBER	DEADLINE*	MAIL DATE	BONUS DISTRIBUTION
Nov. 2	10/044	Oct. 19	Oct. 26	Baltimore
Nov. 9	10/045	Oct. 26	Nov. 2	
Nov. 16	10/046	Nov. 2	Nov. 9	
Nov. 23	10/047	Nov. 9	Nov. 16	10,000 Bonus Distribution
Nov. 30	10/048	Nov. 16	Nov. 23	
Dec. 7	10/049	Nov. 22	Nov. 30	
Dec. 14	10/050	Nov. 30	Dec. 7	
Dec. 21	10/051	Dec. 7	Dec. 14	
Dec. 28	10/052	Dec. 14	Dec. 21	
Jan. 4/11, 2011	11/001	Dec. 20	Dec. 28	FUN/NYINC
Jan. 18	11/002	Dec. 27	Dec. 31	
Jan. 25	11/003	Jan. 4	Jan. 11, 2011	
Feb. 1	11/004	Jan. 11	Jan. 18	
Feb. 8	11/005	Jan. 18	Jan. 25	Long Beach
Feb. 15	11/006	Jan. 25	Feb. 1	
Feb. 22	11/007	Feb. 1	Feb. 8	10,000 Bonus Distribution
Mar. 1	11/008	Feb. 8	Feb. 15	
Mar. 8	11/009	Feb. 15	Feb. 22	
Mar. 15	11/010	Feb. 22	Mar. 1	
Mar. 22	11/011	Mar. 1	Mar. 8	Spring ANA/CPMX
Mar. 29	11/012	Mar. 8	Mar. 15	
Apr. 5	11/013	Mar. 15	Mar. 22	Baltimore
Apr. 12	11/014	Mar. 22	Mar. 29	
Apr. 19	11/015	Mar. 29	Apr. 5	
Apr. 26	11/016	Apr. 5	Apr. 12	CICF/CSNS
May 3	11/017	Apr. 12	Apr. 19	
May 10	11/018	Apr. 19	Apr. 26	
May 17	11/019	Apr. 26	May 3	
May 24	11/020	May 3	May 10	10,000 Bonus Distribution
May 31	11/021	May 10	May 17	
Jun. 7	11/022	May 17	May 24	
Jun. 14	11/023	May 24	May 31	Long Beach
Jun. 21	11/024	May 31	Jun. 7	Memphis
Jun. 28	11/025	Jun. 7	Jun. 14	Baltimore
Jul. 5	11/026	Jun. 14	Jun. 21	
Jul. 12	11/027	Jun. 21	Jun. 28	
Jul. 19	11/028	Jun. 28	Jul. 5	Summer FUN
Jul. 26	11/029	Jul. 5	Jul. 12	
Aug. 2	11/030	Jul. 12	Jul. 19	
Aug. 9	11/031	Jul. 19	Jul. 26	10,000 Bonus Distribution
Aug. 16	11/032	Jul. 26	Aug. 2	
Aug. 23	11/033	Aug. 2	Aug. 9	ANA Chicago
Aug. 30	11/034	Aug. 9	Aug. 16	
Sep. 6	11/035	Aug. 16	Aug. 23	
Sep. 13	11/036	Aug. 23	Aug. 30	
Sep. 20	11/037	Aug. 30	Sep. 6	Long Beach
Sep. 27	11/038	Sep. 6	Sep. 13	Philadelphia
Oct. 4	11/039	Sep. 13	Sep. 20	
Oct. 11	11/040	Sep. 20	Sep. 27	ANA Pittsburgh
Oct. 18	11/041	Sep. 27	Oct. 4	Silver Dollar
Oct. 25	11/042	Oct. 4	Oct. 11	
Nov. 1	11/043	Oct. 11	Oct. 18	
Nov. 8	11/044	Oct. 18	Oct. 25	
Nov. 15	11/045	Oct. 25	Nov. 1	
Nov. 22	11/046	Nov. 1	Nov. 8	10,000 Bonus Distribution
Nov. 29	11/047	Nov. 8	Nov. 15	MSNS
Dec. 6	11/048	Nov. 15	Nov. 22	
Dec. 13	11/049	Nov. 21	Nov. 26	Baltimore
Dec. 20	11/050	Nov. 29	Dec. 6	
Dec. 27	11/051	Dec. 6	Dec. 13	
Jan. 3	11/052	Dec. 13	Dec. 20	
Jan. 10	11/053	Dec. 20	Dec. 27	FUN/NYINC
Jan. 17	12/001	Dec. 27	Jan. 3	

* AD COPY DUE THE FOLLOWING DAY BY NOON (CST)

RED INDICATES COIN MARKET ISSUE

NUMISMATIC NEWS deadlines at 3 p.m. CST on Tuesday each week. The deadline is 2 weeks (14 days) prior to the cover date and is mailed 11 days prior to the cover date.

Rate Card No. 44
www.banknotereporter.com
Average Circulation: 8,500

BANK NOTE REPORTER contains news and marketplace information for paper money collectors everywhere. Regular features include news, information and market trends about U.S. and world paper money, notes, checks and related fiscal paper. BNR provides current pricing for both U.S. and foreign bank notes in addition to featuring a very active buy/sell marketplace.

DISPLAY ADVERTISING RATES:

Cost per consecutive issue

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Full Page (7" x 10")	\$1007.00	\$952.00	\$885.00	\$815.00
2/3 Vertical (4.625" x 10")	783.00	745.00	699.00	650.00
1/2 Horizontal (7" x 4.75")	558.00	535.00	499.00	462.00
1/2 Vertical (3.4375" x 10")	558.00	535.00	499.00	462.00
1/2 Island (4.625" x 7")	558.00	535.00	499.00	462.00
1/3 Vertical (2.25" x 10")	430.00	410.00	385.00	360.00
1/3 Square (4.625" x 4.75")	430.00	410.00	385.00	360.00
1/4 Square (4.625" x 3.25")	299.00	290.00	270.00	255.00
1/4 Horizontal (7" x 2.25")	299.00	290.00	270.00	255.00
1/4 Vertical (3.4375" x 4.75")	299.00	290.00	270.00	255.00
1/6 Vertical (2.25" x 4.75")	240.00	225.00	215.00	198.00
1/6 Horizontal (4.625" x 2.25")	240.00	225.00	215.00	198.00
1/12 Square (2.25" x 2.25")	130.00	125.00	120.00	109.00
Directory (3.25" x 1.25")	82.00	78.00	75.00	68.00

WEB SITE DIRECTORY:

Ad Size: 3.25" x 1.25" (8.3 cm x 3.2 cm): **\$65.00 monthly for 12 months.**

PAPER MONEY MARKET:

A monthly U.S. paper money price guide section.

ADVERTISING DEADLINES:

COVER DATE	DEADLINE*	SPECIAL EVENT / BONUS DIST.
December	Nov. 10	Houston
January 2011	Dec. 8	FUN/NYINC
February	Jan. 12, 2011	Long Beach
March	Feb. 9	ANA/CPMX/Baltimore
April	March 9	CSNS/CICF
May	April 13	
June	May 11	Memphis/Long Beach/Baltimore
July	June 8	
August	July 13	ANA
September	Aug. 10	Philadelphia/Long Beach
October	Sept. 14	
November	Oct. 12	PCDA/Baltimore
December	Nov. 9	Houston
January 2012	Dec. 14	FUN/NYINC

* AD COPY DUE THE FOLLOWING DAY BY 5:00p.m. (CST)

BANK NOTE REPORTER deadlines at 3 pm CST on the 2nd Wednesday of each month prior to the cover date.

NOTE: Check for holiday deadlines.



Rate Card No. 82
www.worldcoinnews.net
Average Circulation: 8,000

WORLD COIN NEWS contains hobby news, market trends and historical features on coins minted around the world. WCN also includes current world coin market pricing, a coin show calendar and an advertising marketplace offering collectors a wide variety of world coins to buy and sell.

DISPLAY ADVERTISING RATES:

Cost per consecutive issue

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Full Page (7" x 10")	\$1035.00	\$975.00	\$910.00	\$840.00
2/3 Vertical (4.625" x 10")	805.00	765.00	720.00	670.00
1/2 Horizontal (7" x 4.75")	580.00	550.00	520.00	485.00
1/2 Vertical (3.4375" x 10")	580.00	550.00	520.00	485.00
1/2 Island (4.625" x 7")	580.00	550.00	520.00	485.00
1/3 Vertical (2.25" x 10")	450.00	425.00	400.00	370.00
1/3 Square (4.625" x 4.75")	450.00	425.00	400.00	370.00
1/4 Square (4.625" x 3.25")	310.00	295.00	275.00	260.00
1/4 Horizontal (7" x 2.25")	310.00	295.00	275.00	260.00
1/4 Vertical (3.4375" x 4.75")	310.00	295.00	275.00	260.00
1/6 Vertical (2.25" x 4.75")	250.00	235.00	222.00	210.00
1/6 Horizontal (4.625" x 2.25")	250.00	235.00	222.00	210.00
1/12 Square (2.25" x 2.25")	140.00	130.00	123.00	115.00
Directory (3.25" x 1.25")	87.00	83.00	78.00	73.00

WEB SITE DIRECTORY:

Ad Size: 3.25" x 1.25" (8.3 cm x 3.2 cm): **\$63.00 monthly for 12 months.**

COLLECTOR'S MARKETPLACE:

For coins under \$150.00 each - Unit Size 3.25" x 1.25" (8.3 cm x 3.2 cm)

	1	2	3	6
Units Per/Issue	\$99.00	\$190.00	\$270.00	\$452.00

ADVERTISING DEADLINES:

COVER DATE	DEADLINE*	SPECIAL EVENT / BONUS DIST.
December	Nov. 3	Houston
January 2011	Dec. 1	FUN/NYINC/Berlin World Money Fair
February	Jan. 5, 2011	Long Beach
March	Feb. 2	ANA/CPMX/Baltimore
April	March 2	CICF/CSNS
May	April 6	
June	May 4	Baltimore/Long Beach
July	June 1	
August	July 6	ANA
September	Aug. 3	Long Beach
October	Sept. 7	Philadelphia
November	Oct. 5	Baltimore
December	Nov. 2	
January 2012	Dec. 7	FUN/NYINC/Berlin World Money Fair

* AD COPY DUE THE FOLLOWING DAY BY 5:00p.m. (CST)

WORLD COIN NEWS deadlines at 3 pm CST on the 1st Wednesday of each month prior to the cover date.

NOTE: Check for holiday deadlines.

Coins®

Rate Card No. 50
www.coinsmagazine.net
Average Circulation: 51,000

COINS offers hobbyists market trends, buying tips and historical perspectives on all aspects of numismatics. Coins covers the "how-tos" of coin collecting including: cataloguing, selecting, grading, storing and displaying a collection. Plus, Coins features a price guide, coin club reports and articles on the history of coinage including rarities, mint errors, counterfeits, alterations and more.

DISPLAY ADVERTISING RATES:

Cost per consecutive issue

Ad Size	1 X	3 X	6 X	12 X
Full Page	\$1870.00	\$1690.00	\$1595.00	\$1520.00
2/3	1290.00	1165.00	1105.00	1055.00
1/2	995.00	905.00	855.00	820.00
1/3	685.00	625.00	590.00	570.00
1/4	570.00	480.00	455.00	435.00
1/6	355.00	325.00	305.00	295.00
1/8	280.00	255.00	240.00	230.00
1/12	185.00	170.00	160.00	155.00
1/24	105.00	95.00	90.00	87.00

PLEASE NOTE: Only full, 1/2, 1/4, 1/8 page sizes available in pricing section.

ADVERTISING DEADLINES:

Cover Date	Deadline*	Release Date	Special Event
February 2011	Nov. 17	January 2011	
March	Dec. 17	Jan. 11	
April	Jan. 21, 2011	Feb. 15	CPMX/ANA
May	Feb. 18	March 15	CSNS/CICF
June	March 18	April 12	
July	April 15	May 10	
August	May 20	June 8	
September	June 17	July 12	ANA
October	July 15	Aug. 9	
November	Aug. 19	Sept. 13	
December	Sept. 16	Oct. 11	
January 2012	Oct. 21	Nov. 15	
February	Nov. 15	Dec. 13	FUN

* AD SPACE DEADLINE AT 1 PM (CST)
AD COPY DUE THE FOLLOWING TUESDAY BY 5:00p.m. (CST)

For multi-page ads or ads requiring special handling, contact your sales representative for advanced deadlines.



COIN PRICES®

Complete guide to U.S. coin values

Rate Card No. 61
www.coinpricesmagazine.net
Average Circulation: 45,000

COIN PRICES features information about coin values and grades. Coin Prices also provides valuable information on how to collect and display coins, as well as how and where to buy and sell them. Current retail values for U.S. coins are listed in each bi-monthly issue. Special sections provide values for Canadian and Mexican coins, colonial coins, errors and varieties and select issues of U.S. paper money.

DISPLAY ADVERTISING RATES:

Cost per consecutive issue

Ad Size	1 X	6 X
Full Page	\$1865.00	\$1650.00
2/3	1345.00	1199.00
1/2	1060.00	955.00
1/3	745.00	670.00
1/4	610.00	580.00
1/6	390.00	355.00
1/8	350.00	315.00
1/12	220.00	200.00

PLEASE NOTE: Only full, 1/2, 1/4, 1/8 page sizes available in pricing section.

ADVERTISING DEADLINES:

Cover Date	Deadline*	Release Date	Special Event
March 2011	Nov. 23	January 2011	
May	Jan. 28, 2011	February 22	
July	March 25	April 19	
September	May 27	June 15	ANA
November	July 22	August 16	
January 2012	Sept. 23	October 18	
March	Nov. 22	December 20	

* AD SPACE DEADLINE AT 1 PM (CST)
AD COPY DUE THE FOLLOWING TUESDAY BY 5:00p.m. (CST)

For multi-page ads or ads requiring special handling, contact your sales representative for advanced deadlines.



Combo Rates

Place your advertising message in more than one publication to be eligible for multi-publication discounts. The more publications you choose, the greater your discount. Reach the entire readership of Numismatic News, World Coin News and Bank Note Reporter plus Coins magazine and Coin Prices at the very economical combination rates below.



DISCOUNT	1X	3X	6X	12X
Same ad, 2 products	5%	10%	15%	20%
Same ad, 3 products	10%	15%	20%	25%
Same ad, 4 products	15%	20%	25%	30%
Same ad, 5 products	20%	25%	30%	35%

Specials

Our specials offer you even more ways to reach our entire numismatic readership.

COIN SHOW & AUCTION GUIDES:

The most complete list of Shows and Auctions in the coin hobby!

Ad Deadline	Supplement to:
May 18	Numismatic News/Bank Note Reporter/World Coin News
Nov. 2	Numismatic News/Bank Note Reporter/World Coin News

SPECIALS IN NN/WC/BNR:

Supplements are magazine format. See *Coins* Magazine mechanical information for ad dimensions (page 2).

Ad Size	1X	CONTRACT
Full Page	\$1275.00	\$1089.00
2/3	955.00	817.00
1/2	668.00	575.00
1/3	500.00	430.00
1/6	225.00	204.00
1/12	116.00	104.00
Spot	73.00	66.00

INSERTS AND WRAP COVERS:

Inserts — due to size, paper stock and other factors, check with your sales representative for a specific quote. We cannot guarantee exclusivity.

Color Rates

Additional charges apply for color ads.
Rates are for all publications.

	1X	Contract
Spot Color	\$210	\$165
2-Color	\$330	\$280
4-color	\$735	\$610



NUMISMATIC NEWS — COIN SHOW CALENDAR:

Published twice a year and sent to all coin shows listed in the calendar. Check with your sales representative for specifications and availability of space.

1/3	645.00
1/6	325.00
1/12	195.00
13x calendar page	670.00
Calendar day block	85.00/per date
Non-dated block	50.00/per date
Special events	70.00

Calendar Date	Ad Deadline
July 2011-July 2012	May 18
January 2012-Jan. 2013	Nov. 2

SHOW PROGRAMS:

We publish programs for major shows across the U.S. Targeted audiences for booth holders, auctions, other shows, etc. Contact your sales representative for details. Frequency discounts available.

SPECIAL ATTENTION:

Guaranteed position: Add 10%

ADVERTISER INFORMATION

A. CONTRACT RATES are available and require the placement of ads in the number of issues indicated, without regard to space size occupied. Minimum space advertising contracts entitle advertisers to place larger ads, during the term of a contract, at the applicable rate. Contract rates apply to fulfillment of contract terms. Cancellation of a contract by the advertiser allows the publisher to reinvoice covered ads at the earned rate. This rate card is part of the advertising contract.

B. NEW ADVERTISERS are required to furnish the publisher with appropriate trade and financial references, and submit cash with copy until credit has been established.

C. MINORS are required to furnish a certificate of responsibility from their parents or guardian, and outline their proposed business intentions, before their advertising can be accepted. Write for our simple form.

D. TERMS: The rates provided are the net rates. There are no additional discounts available for any advertiser or advertising agency except for frequency discounts. **FOREIGN PAYMENTS** - Due to dramatic increases in bank charges for converting checks and currency to U.S. Funds, all non U.S. accounts must make payments via VISA, MasterCard, American Express, Novus/Discover, or in U.S. Funds.

E. ERRORS: Camera-ready copy is preferred and recommended. The publisher is not responsible for errors resulting from longhand or illegible copy, or changes submitted by telephone. The publisher's liability for any error shall not exceed the cost of the space occupied by that error.

F. GRADING: All items offered in ads must be properly described as to condition. The adjectival abbreviations and numerical designations applied are required to conform to the comparative descriptions detailed in the "Official ANA Grading Standards for United States Coins," unless it is specifically noted that other guidelines have been invoked. To avoid confusion, advertisers electing to base grading descriptions on any other set of published or commercially observed standards – i.e. Photograde, PCGS, NGC, ANACS, PCI, ICG, SEGS or other third party grading services – or a personally unique system must include a statement in the ad sufficiently detailing the criteria or identifying the standard observed. Advertisers utilizing numerical grading designations, or applying or implying adjectival abbreviations conforming to any such designations, must indicate the grading service on which the quality criteria they are observing is based, and are bound by such grading judgments as may be reached by the applicable grading service, unless a disclaimer is included.

G. CUT RATE ADS are not acceptable for any books published by Krause Publications.

H. P.O. BOX ADS are allowed, but the permanent home address, phone #, and place of business of the advertiser must be filed with the publisher before such advertisements may be printed.

I. SPECIAL PAGE POSITIONS are available at premiums for single insertions or under contract. Inquire about cost and availability details.

J. ADVERTISING AGENCIES must submit payment with orders unless credit has been established in advance. References are required. Agency discounts are not granted.

K. PREPRINTED INSERTS are acceptable. If your promotional plans call for this type of advertising, inquire for additional information and technical specifications.

L. DESIGN service is available. You may specify the design treatment for your ad, or our skilled personnel will perform this service for you. Fees apply.

M. ART WORK for special programs, sketches and logo designs can be prepared for advertisers for nominal service charges by our skilled personnel. Inquiries should be accompanied by an outline of requirements.

N. CIRCULATION is throughout the United States and Canada by subscription and single copy sales by agents in coin shops and other outlets.

O. REPRINTS of ads are available as a service to advertisers. We supply quantities folded or flat at a minimal charge. Call the ad department for quotes.

P. TEAR SHEETS are available only upon request.

STANDARD ADVERTISING POLICIES

A. Rates are charged for each individual ad, not for total inches in an issue or for separate ads grouped on one page.

B. Advertising will be billed for the exact space occupied.

C. All advertising orders are accepted subject to the terms and provisions printed on the current rate card. The publisher reserves the right to decline or omit advertising, or suspend advertising privileges for any reason, irrespective of the validity of the reasons for such declination, omission or suspension of advertising privileges.

D. The placement of an ad is automatically an acceptance of all rates and conditions in the rate cards.

E. The publisher will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions, which conflict with the publisher's policies.

F. All advertising is subject to the publisher's approval. The publisher reserves the right to edit advertising copy, artwork and format to conform with standard advertising policies. Contact your sales representative for details.

G. This publication does not guarantee, and disclaims all knowledge of, the right of seller or buyer to contract. Specific inquiries should be made on questions of minority and ownership.

H. Advertisers and advertising agencies concerned assume liability for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individual pictured in the advertisement. The advertising agency and its client together and separately assume 100% of debt payment responsibility in the event of default by either party.

I. All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.

J. Copy running longer than the space ordered will be cut from the end of the listings or wording, at the discretion of the publisher.

K. Advertisements offering prizes, grab bags or contests of any nature, are not acceptable unless prior written approval has been obtained from the United States Postal Service, Washington, D.C.

L. Advertising offering modern copies, restrikes, reproductions or fantasy pieces which violate the Hobby Protection Act is not acceptable.

M. The publisher retains the right to obtain financial information through a credit bureau or other sources. This applies to existing accounts and new accounts.



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Electronic Advertising/Internet

Get the online traffic you're looking for!

Krause Publications Numismatics Group can create an online advertising package to fit your needs and your budget. Our diverse websites provide advertising opportunities for you to sell inventory, promote your own website, link to your auctions, or echo your message to hundreds of thousands of coins collectors, buyers and sellers. Purchasing an advertising package with us ensures that your message will reach a targeted audience in a variety of ways. Here are a few:

Let us create a unique advertising package specifically for you.

WEB ADVERTISING:

Web ads persist on a site between print publication issues and long after the print publication has been read or disposed of making them very effective for time sensitive events like sales, shows or auctions. Unlike Google ads— YOU control when and where the ad is placed.

Ad Type	Ad Size (pixels)
Box	300 x 250
Skyscraper	120 x 600
Leader board	728 x 90
Banner	468 x 60
Button	125 x 125

Available KP Numismatics Web sites include:

www.NumisMaster.com	www.NumismaticNews.com
www.WorldCoinNews.net	www.BankNoteReporter.com
www.CoinsMagazine.net	www.CoinPricesMagazine.net

DEDICATED E-MAIL BROADCASTS (DEBS):

Send your exclusive e-mail message—with live links—to our e-newsletter reader list. You are essentially “renting” our valuable e-mail subscriber lists that we have spent years investing in and developing. 100% of the message content is about YOU and your product or service! Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads.



E-NEWSLETTERS:

Reach a highly targeted audience of potential customers who have specifically chosen to receive our twice a week Numismatic Update newsletters. The Tuesday newsletter focuses on world coins, bank notes, and precious metals. The Friday newsletter focuses on U.S. coins and expert commentary.

Numismatic Update e-Newsletter: Sent each Tuesday and Friday – visit www.numismaticnews.com to register

Ad positions are dedicated to you—no rotation with other ads or the competition. Button, skyscraper and banner ad sizes are available. Each ad is live linked to your website.



E-NEWS ADVERTORIALS:

With 75 words of text and a LIVE LINK to your web site, an advertorial is perfect for a last minute reminder, press release or hot new product release. Available in both e-newsletters.



ONLINE NUMISMATIC DIRECTORY:

A categorized and searchable online listing of coin and paper money collecting businesses, products and services. Place your business in front of thousands of visitors to these websites.

www.NumisMaster.com	www.NumismaticNews.com
www.WorldCoinNews.net	www.BankNoteReporter.com
www.CoinsMagazine.net	www.CoinPricesMagazine.net

For more information about any of the above online advertising options, contact your Krause Publications advertising representative:

Robbie Cain, ext. 13220
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sue.konkol@fwmedia.com

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debbie.mader@fwmedia.com