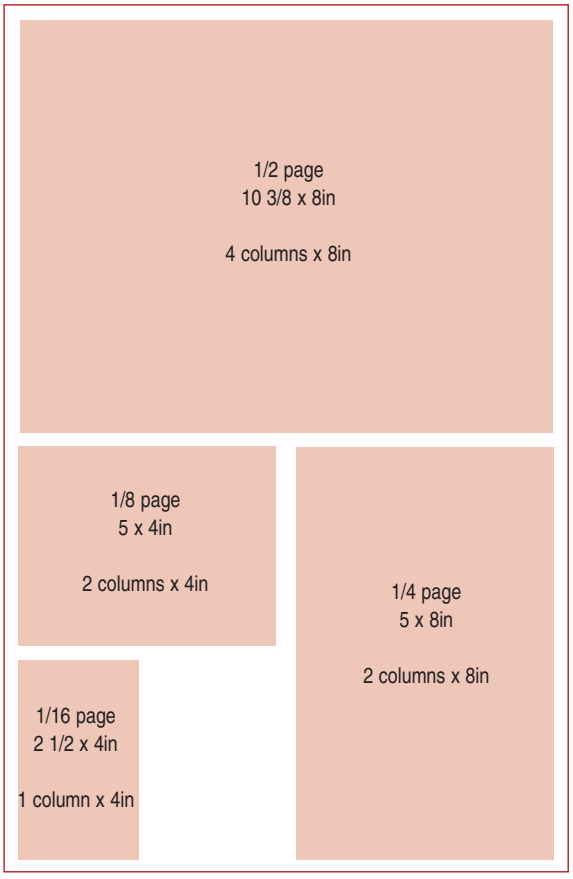
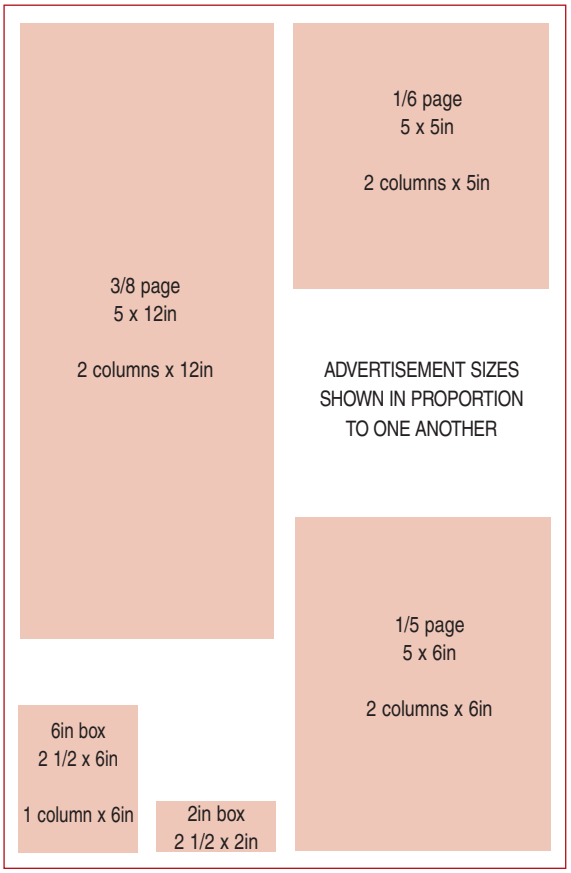
ADVERTISING RATES

Effective January 1, 2008 – December 31, 2008

AntiqueWeek®

THE WEEKLY ANTIQUE AUCTION & COLLECTING NEWSPAPER





Profile

- Published weekly since 1968
- Largest circulation of any antiques and collectibles publication in the United States over 40,000 subscribers
- Produced in two regional editions with a cohesive National Section
- Keyword searchable online database of ads at antiqueweek.com
- Complete newspaper available online each week

Display Advertising Sizes and Rates

Advertisement	Central	Eastern	Combination	National	West
1 column inch	29.39	24.07	37.79		
2 column inches	55.82	43.00	71.57		
3 column inches	81.53	60.30	103.93		
4 column inches	106.98	77.87	135.58		89.43
5 column inches	132.27	95.10	167.47		
6 column inches	155.16	110.77	196.40		
1/8 page	202.23	141.94	255.92	277.94	166.93
1/6 page	246.84	173.58	312.26		
1/5 page	289.22	201.30	365.40		
1/4 page	376.32	259.67	473.69	515.81	310.01
3/8 page	549.30	379.08	693.96	753.69	
1/2 page	705.68	485.19	885.87	965.33	524.64
3/4 page	1015.40	721.82	1279.37		751.18
Full page	1277.85	863.96	1581.24	1718.95	953.88
DPS	2406.41	1619.93	2916.35	3173.75	1788.53

Contract Rates

Advertisers who agree to spend a fixed amount over a 12 month period are entitled to discounts.

ANNUAL EXPENDITURE	PERCENTAGE DISCOUNT
$5,000	2%
$10,000	3%
$15,000	4%
$20,000	5%
$25,000	6%
$30,000	7%
$40,000	8%
$50,000	10%
$75,000	12%
$100,000	15%

Premium Positions

Additional charges will be made for ads placed in premium positions, subject to availability.

Color Advertisements

Additional charges of $8.50 per column inch for full color and $2.50 per column inch for spot color will be made subject to availability. Minimum size 16 column inches.

PLEASE SEE REVERSE FOR FURTHER INFORMATION AND TECHNICAL DATA

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Lineage

Lineage for classified ads is charged from
27 cents per word (7 point type) to
37 cents per word (8 point type).

Series Discounts

When no changes in copy are required, non-contract advertisers are entitled to series discounts as follows:

NO. OF INSERTIONS	PERCENTAGE DISCOUNT
x2	3%
x3	5%
x6	10%
x12	12%
x24	15%
x48	20%

Additional Discounts

- Auctioneers are entitled to a 4 percent discount.
- A discount of 5 percent rewards advertisers who pay promptly.
- Ask your sales representative about our rate-break program for additional savings of 5-10 percent.

Terms

28 days net settlement

Additional Charges

A charge of $8 will be made for each image over and above the recommended 30 images per full page, 22 images per 3/4 page, 15 images per 1/2 page and 8 images per 1/4 page.

Deadlines

To ensure accuracy and quality service, copy for show and auction advertisements for Eastern Edition advertisers should arrive by 4:30pm EST on Tuesday and for Central Edition advertisers by 4:30pm EST on Wednesday. Copy cannot be accepted after these times. Advertisers who wish to see a pre-press proof or want special placement should meet an earlier Tuesday/Wednesday deadline of 12:00 noon EST.

Type Area

Tabloid. 10 3/8 inch wide by 16 inches high

Computer-Generated Copy

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 at least 300dpi.
*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 advertisment.
For files sent via e-mail, please send a fax of the 'directory' and proof at the time of transmission to the attention of the production department. All computer files should be placed in a folder prefixed by the *AntiqueWeek* issue number obtained at time of booking.

Special Conditions

Advertising which invites readers to send money to the advertiser, or to part with goods before payment, will be accepted only after the advertiser provides satisfactory trade and bank references.

All advertisements are accepted on the understanding that the advertiser indemnifies the publishers and their printers against any claims arising from those advertisements.

Advertising which resembles editorial reporting is not accepted. The publishers of *AntiqueWeek* reserve the right to refuse to accept, or to discontinue advertising for whatever reason.

WHY PAY FOR INTERNET ADVERTISING?

We Post Your Ad at NO Charge!
All for **ONE LOW PRICE**
Over 15,000 unique visitors each month
www.antiqueweek.com

We Upload Your Auctions

You Get Online Coverage At No Additional Cost
YOU DO THE AUCTIONS...WE DO THE HEAVY LOADING
CALL TOLL FREE 800-876-5133

AntiqueWeek®
The Weekly Antique Auction & Collecting Newspaper

AntiqueWest
The Monthly Publication for the Collector and Decorator in All of Us

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