



# COIN WORLD NEWS WEEKLY

## 2012 ADVERTISING RATE CARD

### FULL COLOR RATES

| SIZE      | OPEN    | 3X      | 13X     | 40X     |
|-----------|---------|---------|---------|---------|
| Full Page | \$3,273 | \$3,012 | \$2,837 | \$2,713 |
| 3/4 page  | \$2,569 | \$2,369 | \$2,232 | \$2,139 |
| 2/3 page  | \$2,330 | \$2,149 | \$2,026 | \$1,942 |
| 1/2 page  | \$1,824 | \$1,685 | \$1,589 | \$1,525 |
| 1/3 page  | \$1,365 | \$1,266 | \$1,195 | \$1,152 |
| 1/4 page  | \$1,033 | \$956   | \$904   | \$871   |
| 1/6 page  | \$808   | \$749   | \$708   | \$685   |
| 1/8 page  | \$564   | \$522   | \$493   | \$477   |
| 1/12 page | \$381   | \$354   | \$335   | \$322   |
| 1/16 page | \$263   | \$241   | \$228   | \$219   |

### CLASSIFIED DISPLAY RATES

| SIZE         | OPEN | 3X   | 13X  | 40X  |
|--------------|------|------|------|------|
| 2 inch ad    | \$80 | \$75 | \$70 | \$60 |
| 3-10 inches  | \$43 | \$40 | \$37 | \$32 |
| 11-18 inches | \$42 | \$39 | \$36 | \$31 |
| 19-33 inches | \$40 | \$38 | \$35 | \$30 |
| 34-53 inches | \$39 | \$37 | \$34 | \$29 |
| 54-60 inches | \$38 | \$36 | \$33 | \$28 |

Price is per inch per insertion. Multiple inches x rate x # of insertions = Total cost. 2 inch minimum ad size.

### WEB LOCATOR & MARKETPLACE RATES

| SIZE | OPEN     | 3X       | 13X      | 40X      |
|------|----------|----------|----------|----------|
| 1x2  | \$110.00 | \$98.00  | \$95.00  | \$90.00  |
| 2x2  | \$190.00 | \$170.00 | \$165.00 | \$155.00 |
| 1x4  | \$190.00 | \$170.00 | \$165.00 | \$155.00 |
| 1x6  | \$275.00 | \$250.00 | \$238.00 | \$225.00 |
| 1x8  | \$350.00 | \$325.00 | \$305.00 | \$290.00 |
| 2x4  | \$350.00 | \$325.00 | \$305.00 | \$290.00 |

Camera Ready discounts do not apply to Classified Display, Web Locator or Marketplace rates.

The above rates are based on consecutive insertions.

For production and electronic specifications, contract terms and conditions, please visit our website at:

[www.AmosPublishing.com/advertising](http://www.AmosPublishing.com/advertising)

### BLACK & WHITE RATES

| SIZE      | OPEN    | 3X      | 13X     | 40X     |
|-----------|---------|---------|---------|---------|
| Full Page | \$2,618 | \$2,510 | \$2,467 | \$2,359 |
| 3/4 page  | \$2,055 | \$1,974 | \$1,941 | \$1,860 |
| 2/3 page  | \$1,864 | \$1,791 | \$1,762 | \$1,611 |
| 1/2 page  | \$1,459 | \$1,404 | \$1,382 | \$1,220 |
| 1/3 page  | \$1,092 | \$1,055 | \$1,039 | \$815   |
| 1/4 page  | \$826   | \$797   | \$786   | \$634   |
| 1/6 page  | \$646   | \$624   | \$616   | \$433   |
| 1/8 page  | \$451   | \$435   | \$429   | \$331   |
| 1/12 page | \$305   | \$295   | \$291   | \$280   |
| 1/16 page | \$210   | \$201   | \$198   | \$190   |

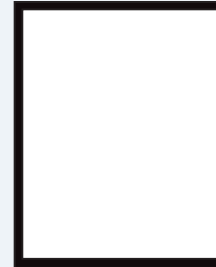
### 2012 COIN WORLD WEEKLY PUBLICATION SCHEDULE

| ISSUE DATE | AD DEADLINE | MAIL DATE | ISSUE DATE | AD DEADLINE | MAIL DATE |
|------------|-------------|-----------|------------|-------------|-----------|
| Jan. 9     | Dec. 16*    | Dec. 27   | July 9     | June 19     | June 25   |
| Jan. 16*   | Dec. 22*    | Jan. 3    | July 16    | June 26     | July 3    |
| Jan. 23    | Jan. 3      | Jan. 9    | July 23    | July 3      | July 9    |
| Jan. 30    | Jan. 10     | Jan. 16   | July 30    | July 10     | July 16   |
| Feb. 13    | Jan. 24     | Jan. 30   | Aug. 13    | July 24     | July 30   |
| Feb. 20    | Jan. 31     | Feb. 6    | Aug. 20    | July 31     | Aug. 6    |
| Feb. 27    | Feb. 6      | Feb. 13   | Aug. 27    | Aug. 7      | Aug. 13   |
| Mar. 12    | Feb. 21     | Feb. 27   | Sept. 10   | Aug. 21     | Aug. 27   |
| Mar. 19    | Feb. 28     | Mar. 5    | Sept. 17   | Aug. 27     | Sept. 3   |
| Mar. 26    | Mar. 6      | Mar. 12   | Sept. 24   | Sept. 4     | Sept. 10  |
| Apr. 9     | Mar. 20     | Mar. 26   | Oct. 8     | Sept. 18    | Sept. 24  |
| Apr. 16    | Mar. 27     | Apr. 2    | Oct. 15    | Sept. 25    | Oct. 1    |
| Apr. 23    | Apr. 3      | Apr. 9    | Oct. 22    | Oct. 1      | Oct. 8    |
| Apr. 30    | Apr. 10     | Apr. 16   | Oct. 29    | Oct. 9      | Oct. 15   |
| May 14     | Apr. 24     | Apr. 30   | Nov. 12    | Oct. 23     | Oct. 29   |
| May 21     | May 1       | May 7     | Nov. 19    | Oct. 30     | Nov. 5    |
| May 28     | May 8       | May 14    | Nov. 26    | Nov. 6      | Nov. 12   |
| June 11    | May 22      | May 29    | Dec. 10    | Nov. 16*    | Nov. 26   |
| June 18    | May 29      | June 4    | Dec. 17    | Nov. 27     | Dec. 3    |
| June 25    | June 5      | June 11   | Dec. 24    | Dec. 4      | Dec. 10   |

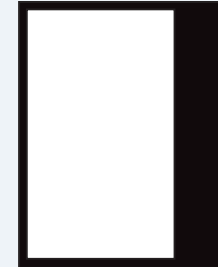
DEADLINE IS TUESDAY 4:00 P.M. EST

\* indicates early deadlines.

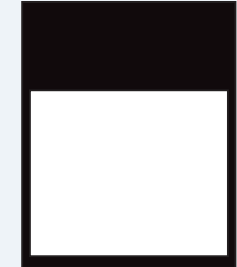
### AD SIZES LISTED AS WIDTH BY HEIGHT



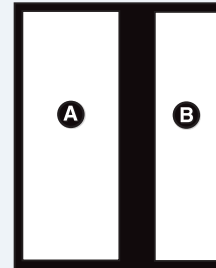
Full Page • 8.125" x 10.125"  
Full Page Bleed • 8.875" x 11"



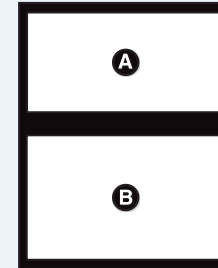
3/4 V Page • 6" x 10.125"



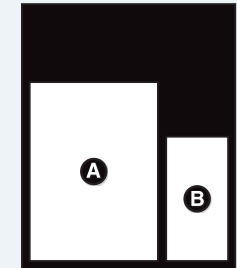
2/3 H Page • 8.125" x 6.625"



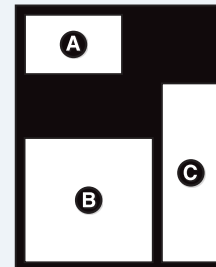
A 1/2 V Page • 4" x 10.125"  
B 1/3 T Pg. • 2.625" x 10.125"



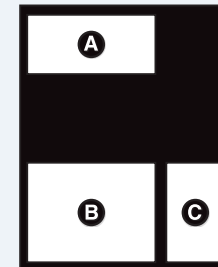
A 1/3 H Page • 8.125" x 3.25"  
B 1/2 H Page • 8.125" x 5"



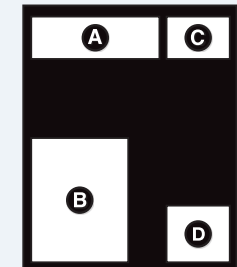
A 1/2 Mag Page • 5.375" x 7.5"  
B 1/6 V Page • 2.625" x 5"



A 1/8 Sq Page • 4" x 2.375"  
B 1/3 Sq Pg. • 5.375" x 5"  
C 1/4 T Page • 2.625" x 7.5"



A 1/6 H Page • 5.375" x 2.375"  
B 1/4 H Page • 5.375" x 3.625"  
C 1/8 V Page • 2.625" x 3.625"



A 1/8 H Page • 5.375" x 1.75"  
B 1/4 V Page • 4" x 5"  
C 1/16 Page • 2.625" x 1.75"  
D 1/12 Page • 2.625" x 2.375"

# COIN WORLD

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