



ADVERTISING RATES

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ADVERTISEMENT SIZE

MONTHLY AD COST

Discount Contract Rates COLOR

		Open Rate	3-mo.	6-mo.	12-mo.	Ad cost plus...
Business Card - 4"	(2 columns x 2")	\$47.50	\$41.55	\$35.75	\$23.75	\$4
Sixteenth Pg. - 6"	(2col x3") or (3col x 2")	\$69.50	\$60.75	\$52.25	\$34.75	\$6
Twelfth Pg. - 8"	(2col x 4") or (3col x 2.5")	\$85.00	\$74.50	\$63.75	\$42.50	\$8
----- 10"	(2col x 5")	\$107.00	\$93.50	\$80.25	\$53.50	\$10
Eighth Pg. - 12"	(2col x 6") or (3col x 4") or (4col x 3")	\$126.00	\$110.25	\$94.50	\$63.00	\$12
Sixth Pg. - 16"	(2col x 8") or (4col x 4")	\$158.00	\$138.25	\$118.50	\$79.00	\$16
Fifth Pg. - 20"	(2col x 10") or (4col x 5")	\$198.00	\$173.25	\$148.50	\$99.00	\$20
Quarter Pg. - 24"	(3col x 8") or (2col x 12") or (4col x 6")	\$218.00	\$190.75	\$163.50	\$109.00	\$24
Third Pg. - 32"	(2col x 16") or (4col x 8")	\$268.00	\$234.50	\$201.00	\$134.00	\$32
Half Page - 48"	(4col x12") or (6col x 8")	\$360.00	\$315.00	\$270.00	\$180.00	\$32
Full Page - 96"	(6col x 16")	\$540.00	\$472.50	\$405.00	\$270.00	\$32
Full Page Back Cover	(6col x 16")	\$575.00	\$503.00	\$431.25	\$287.50	\$32
Small Back Cover	(8" x 10")	\$375.00	\$328.25	\$281.25	\$187.50	\$32

AD MUST RUN CONSECUTIVE MONTHS TO BE CHARGED THE DISCOUNT RATE

Ad content &/or size may change from month-to-month and still be charged the discount rate for the ad-size placed. If you contract for a frequency rate, but don't fulfill your obligation, you will be billed for the difference between your contract rate and the open rate.

CLASSIFIED ADS - 20¢/word; min. chg. of \$4.00 • BOXED CLASSIFIED ADS - \$12.00/col. in. (1.5" wide)
(Must be prepaid, not accepted by phone or email)

DEADLINE: The 10th of the month for the next month's issue; includes display ads, classifieds and shop listings. **Yesteryear** is printed and distributed no later than the 24th of each month; average release date is the 22nd. *(At times we may be able to accept late ads--call ahead for confirmation)*

FORMAT: Newsprint tabloid; 10" x 16" page size. 1col (classified section ONLY)=1.5"; 2col=3.25"; 3col=4.75"; 4col=6.25"; (5col-not available); 6col=10"

COLOR: Limited spot color available on centerfold pages, large and small back covers. See rate chart for additional charge.

AD DESIGN: A fee will be charged for unusually demanding advertising layout.

TERMS: New accounts MUST prepay until credit is established; established accounts billed monthly, net due 30 days from invoice date. 18% per annum interest will be charged

on past-due balance. 5% discount offered if advertising is prepaid; monthly, quarterly, or for the entire year at once.

ADVERTISING AGENCY: Recognized agencies receive a 15% discount off open rate; no other discounts apply. Camera-ready copy required.

CIRCULATION: **Yesteryear's** circulation is maintained through mail subscriptions, and through a network of antique shops, selected dealers, and newsstands throughout the region. Our average monthly circulation is 3,500 copies, giving **Yesteryear** an effective estimated readership of over 8,000 collectors and dealers!

A one-year (12-issue) mailed subscription is \$19.00. A free sample copy will be sent upon request.