



Advertising Rates and Specifications

Ad Size	Per Issue	Six Months (5 issues)	One Year (10 issues)
Back Cover 8.5 x 11 bleed: 9 x 11.5	\$800	\$3,600	\$7,000
2-page centerfold 17 x 11 bleed: 17.5 x 11.5	\$1,200	\$5,500	\$10,000
2-pages facing 17 x 11 bleed: 17.5 x 11.5	\$900	\$4,200	\$8,000
Inside Cover 8.5 x 11 bleed: 9 x 11.5	\$700	\$3,200	\$6,000
Adjacent to Inside Cover 8.5 x 11 bleed: 9 x 11.5	\$700	\$3,200	\$6,000
Full Page 8.5 x 11 bleed: 9 x 11.5	\$450	\$2,100	\$3,700
Half-Page 4.5 x 7.5 or 7.5 x 4.5	\$275	\$1,250	\$2,200
Third-Page 2.125 x 9.5 or 4.75 x 4.75 or 7.5 x 3	\$200	\$900	\$1,500

Ad Specifications

All ads should be in digital PC format, black & white, unless otherwise arranged with the CAC office. The following high-resolution (300 dpi) graphic design formats are preferred: TIFF, EPS, JPEG, or PageMaker Publication. Please include all fonts and graphics, as well as an ad proof to ensure proper color and overall appearance. If color is requested, please provide color breaks and separations along with the artwork. Files under 3 MB may be emailed to ink@calcollectors.net.

Color

Color is also available for any full page advertisement. An additional \$350 per issue will be added to the prices above.

Vendor Membership

Advertising is included with CAC Vendor Membership. CAC Vendor Members receive a 25% discount on any additional advertising or color purchased.

Note: Ads smaller than 1/3-page will be charged the 1/3 page ad rate. Prices effective November 1, 2001; ad rates are subject to change. Additional charges may apply for additional ad work, striping or alterations.