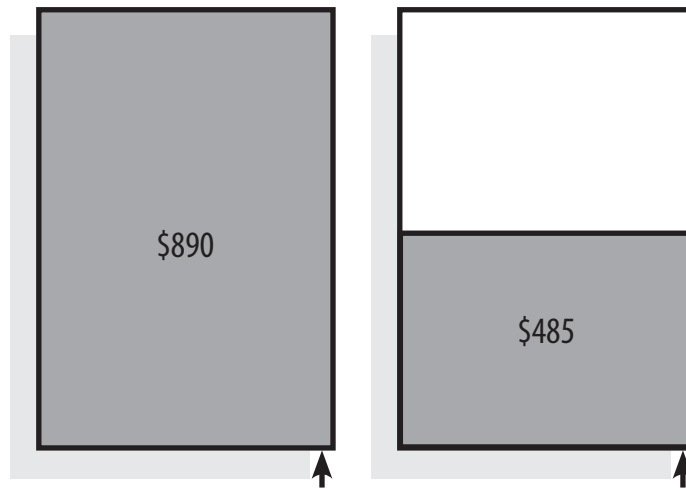


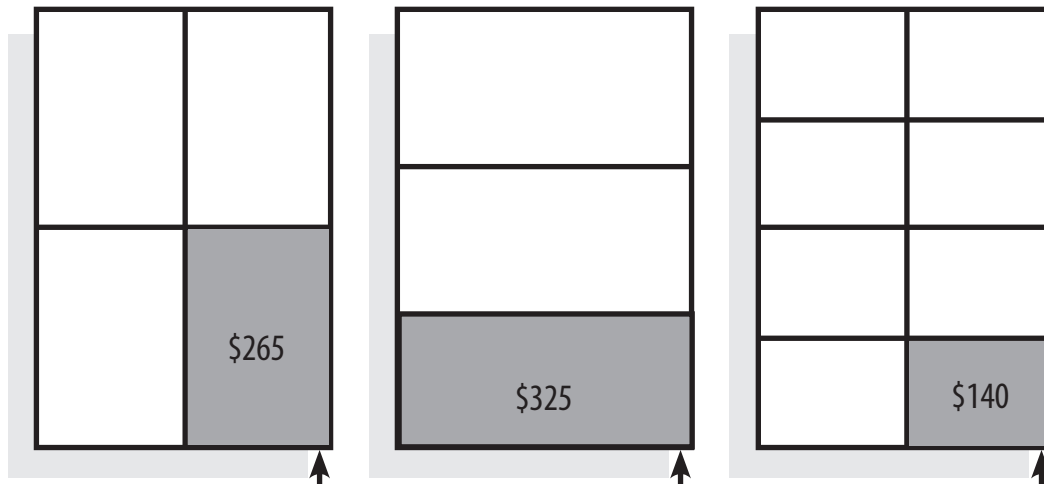
# Ad Sizes for Antiques Trade Directory

Deadline: September 16, 2022.



Full Page  
5.3" x 8.65"

Horizontal Half Page  
5.3" x 4.2"



Quarter Page  
2.55" x 4.2"

Third Page  
5.3" x 2.8"

Eighth Page  
2.55" x 2.05"

Bleeds available only on full-page ads. Please call for details.



911 Main Street PO Box 1429  
Waldoboro, ME 04572-1429

**Phone:** 1-877-237-6623 **Fax:** 207-832-7341

**Email:** [ads@maineantiquedigest.com](mailto:ads@maineantiquedigest.com) **Website:** [www.maineantiquedigest.com](http://www.maineantiquedigest.com)

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Maine Antique Digest, 911 Main St., PO Box 1429, Waldoboro, ME 04572  
1-877-237-6623 • FAX (207) 832-7341  
ads@maineantiquedigest.com • www.maineantiquedigest.com

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Specifications for Color Ads in *M.A.D.'s* 2023 Antiques Trade Directory.

**Deadline is September 16, 2022.  
Call or email today!**

**All ad copy and materials must be in our office  
by 4:30 PM on Friday, September 16.**

**Advertising costs\***

Full page \$890	Less 10% discount if paid within 10 days of invoice	\$801.00*
Half page \$485	Less 10% discount if paid within 10 days of invoice	\$436.50*
Third page \$325	Less 10% discount if paid within 10 days of invoice	\$292.50*
Quarter page \$265	Less 10% discount if paid within 10 days of invoice	\$238.50*
Eighth page \$140	Less 10% discount if paid within 10 days of invoice	\$126.00*

**When creating your ad:**

- Digital images should be a minimum resolution of 300 dpi.
- Line art, such as logos, must be at least 600 dpi.
- Large black areas and backgrounds need to be "Rich Black" 40c, 40m, 30y, 100k.
- Black text needs to be 0c, 0m, 0y, 100k.
- Colored text must be at least 10 point and CMYK.
- PDFs must be exported as PDF/X-4. This is best for our print production.  
**Fonts and images must be embedded.** In lieu of a PDF, we accept Adobe InDesign (PC or Mac) files.
- Please send PDFs sized exactly to *M.A.D.'s* size specifications.
- Proofread your ad carefully. With few exceptions, we cannot make changes to PDFs.
- If the ad is composed in Quark XPress, Microsoft Publisher, or Microsoft Word, please send copy and photo files separately.
- Files that can't easily be emailed can be sent via WeTransfer, Dropbox, or FTP. Call or email for details.

**If *M.A.D.* produces your ad for you:** Send us your text (Microsoft Word or in the body of an email), images (photos or high-resolution [raw] digital images), and a rough sketch of the proposed layout. We will create the ad and send you a proof before publication. There is no additional charge for layout services.

**All display advertisers receive a free standard listing in the  
2023 Trade Directory (\$65 value).**

**\*Payment** – Advertising invoices will be mailed on December 16, 2022.