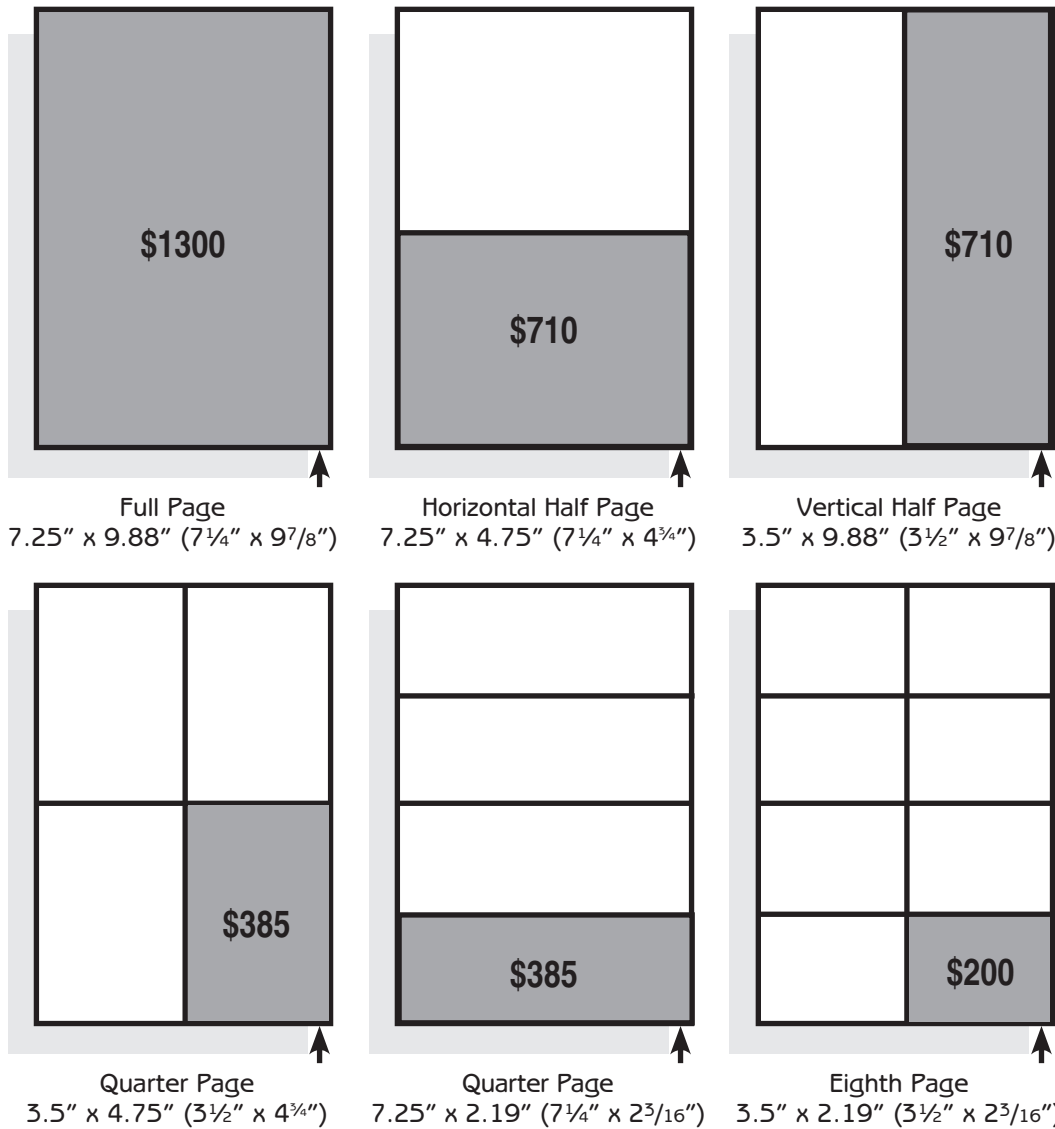


Ad Sizes for Antiques Trade Directory

Color ads by reservation only. Call before August 12, 2016.



No Bleeds (except on back cover)



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

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

E-mail: ads@maineantiquedigest.com **Web site:** www.maineantiquedigest.com

Specifications for Color Ads in *M.A.D.*'s 2017 Antiques Trade Directory.

Color ads by reservation only. Call before August 12, 2016.

All color ad space must be reserved by August 12. All ad copy and materials must be in our office by 4:30 PM on Friday, September 16.

Advertising costs*

Full page \$1300	Less 10% discount if paid within 10 days of invoice	\$1170.00*
Half page \$710	Less 10% discount if paid within 10 days of invoice	\$639.00*
Quarter page \$385	Less 10% discount if paid within 10 days of invoice	\$346.50*
Eighth page \$200	Less 10% discount if paid within 10 days of invoice	\$180.00*

Camera-ready ads should be submitted as correctly sized press-optimized PDF files, version 1.3 (PDF/x-1a) preferred. Ads also may be submitted in "native" layout format accompanied by all supporting image and font files. In preparing ad layouts, please refer to image specifications listed below and ad sizes chart.

Please be aware that because of the limitations and variations inherent in the printing process, we do not guarantee an exact color match.

Images

1. All grayscale and color images must be scanned at 300 dpi and sized to within 10% of the final size to be used in layout. Make sure images, including logos, are at high resolution before making the PDF file.
2. All color scans and graphics must be converted to CMYK (not RGB).
3. Line-art scans should be at least 1200 dpi and sized to within 10% of the final size to be used in layout.
4. Save PDFs as "press-optimized" and version 1.3 (PDF/x-1a) compatible.

If *M.A.D.* produces your ad for you: Send us your copy, images (high-resolution digital images, photos, slides, or color transparencies—no negatives, please), and a rough sketch of the proposed layout. We will create the ad and send you a color proof prior to publication. There is no additional charge for layout services.

All color advertisers receive a free standard listing in the 2017 Trade Directory as well (\$60 value).

***Payment** – Color advertising invoices will be mailed on December 15, 2016.