



AntiqueWest

THE MONTHLY PUBLICATION FOR THE COLLECTOR AND DECORATOR IN ALL OF US

THE WEST'S BEST MONTHLY ANTIQUE, AUCTION AND COLLECTING NEWSPAPER

AntiqueWest is distributed on the first week of each month and is available free of charge at all major malls, shops, shows and auctions in California, Oregon, Washington, Nevada and Arizona. With a circulation of 20,000 copies, *AntiqueWest* offers advertisers unmatched penetration in the major western antiques markets.

AntiqueWest brings *AntiqueWeek's* rigorous editorial stance and renowned customer service to the West. Our editorial, auction and fair calendars have set new standards in antiques publishing for the West. In addition, our highly respected *AntiqueWeek* National Section, inserted into *AntiqueWest* every month, brings readers all the national and international news they want.

UNRIVALED DISTRIBUTION

AntiqueWest is available at over 300 malls, shops, shows and auctions throughout California and in Oregon, Washington, Nevada and Arizona.

FORMIDABLE READERSHIP

With a circulation of 20,000+, *AntiqueWest* has the strongest circulation of all antiques newspapers in the West.

THE MOST COST EFFECTIVE NEWSPAPER IN THE WEST

AntiqueWest's highly competitive pricing yields great value for your money with the page rate starting at \$833 per page for multiple insertions. *AntiqueWest* offers the largest page size for your advertising dollar among similar publications.

HELPING YOU REACH A REGIONAL AND NATIONAL AUDIENCE

AntiqueWest gives you unrivaled presence on the West Coast. We can also help you reach a national audience via our National Section, which is read by over 80,000 antiques dealers and enthusiasts throughout the US.

ADVERTISEMENT DESIGN INCLUDED FREE OF CHARGE

AntiqueWest's in-house design service is available to all our clients free of charge.

FROM THE PUBLISHERS OF *AntiqueWeek*

Since 1968, *AntiqueWeek* has been the indispensable publication for antique dealers and collectors across the United States. Over 80,000 dealers, collectors and antiques enthusiasts now read *AntiqueWeek's* Central and Eastern editions making it the most popular antiques newspaper in the US.

Each regional edition is accompanied by a common National Section. The regional editions make *AntiqueWeek* 100% relevant to your local market. The National Section, with its focus on the major news stories, shows and sales across the country, provides readers with knowledge of the antiques business nationwide.

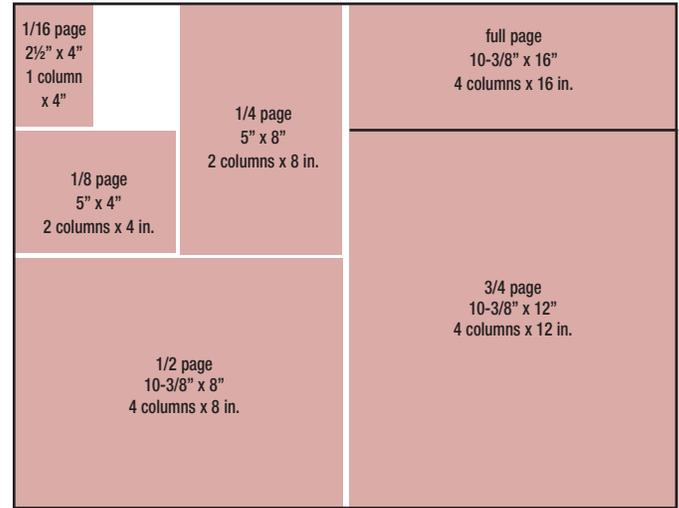
AntiqueWest

THE MONTHLY PUBLICATION FOR THE COLLECTOR AND DECORATOR IN ALL OF US

Display Advertising Rates

Size	Open Rate	12 time insertion rate
1/16 page	\$ 89	\$ 79
1/8 page	\$ 167	\$ 147
1/4 page	\$ 310	\$ 273
1/2 page	\$ 525	\$ 462
3/4 page	\$ 751	\$ 661
Full Page	\$ 954	\$ 839
DPS	\$ 1789	\$ 1574

Full Color – DPS \$1088, full page \$544, 1/2 page \$272, 1/4 page \$136
 Spot Color – \$40 per color regardless of size. If more than 2 colors are requested, full color rates apply.
 Premium positions incur a 25% charge (inside front cover and back page)



Classified Advertising Rates

Lineage 1st 20 words	\$ 17.00
Lineage per additional word	\$.37
Premium bold lineage per month	\$ 3.15
Display classified per column inch	\$ 21.00

Advertising Deadlines for 2009

Space reservation by:

Issue	Deadline
February	January 16
March	February 13
April	March 20
May	April 17
June	May 15
July	June 19
August	July 17
September	August 21
October	September 18
November	October 16
December	November 20

Advertising copy due by:

Issue	Deadline
February	January 19
March	February 16
April	March 23
May	April 20
June	May 18
July	June 22
August	July 20
September	August 24
October	September 21
November	October 19
December	November 23

Computer-generated advertising

All camera ready ads must be sent to lmuir@antiqueweek.com

We can receive data via e-mail. (Limit file size to 5mg. For larger files, please call CSR for FTP information.)

We are entirely PC-based using Quark Xpress 4.0-6.5. We accept copy on diskette, Zip or CD (PC formatted). All images/graphics must be supplied in tif, jpg or eps* format, uncompressed at a minimum of 300 dpi.

PDF format: We accept press quality (high resolution) grayscale and color (CMYK) PDFs.

*Please make sure that all fonts in the eps are included. We hold the entire Linotype Library of fonts: therefore we cannot accept any other fonts unless your license includes a Remote User clause. (Mac fonts are not compatible.)

All files supplied in the above formats must be accompanied with a printout ('directory') of all images, graphics and fonts used and a laser proof of the advertisement.

For more information call 1-800-876-5133

AntiqueWest / AntiqueWeek Corporate Offices: PO Box 90 (27 N. Jefferson St.), Knightstown, IN 46148

Advertising Sales:

Dan Morris, *Advertising Mgr.*
 888-342-3232
 850-251-3296 (cell)
dmorris@antiqueweek.com

Jacquie Morton, *Advertising Sales Rep.*
 877-443-4001 (T), 715-252-0785 (C)
 800-695-8153 (fax)
jmorton@antiqueweek.com