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## *The American Philatelist*

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*The American Philatelist* is the official journal of the American Philatelic Society. The APS was founded as America's first national stamp society in September 1886. Its approximately 38,000 members live in more than 120 countries and are dedicated stamp collectors. In addition, the *AP* can be found on the shelves of several hundred libraries internationally and in the permanent collections of numerous stamp-collecting clubs and special-interest societies.

The *AP* is widely regarded as one of the premiere philatelic magazines in the world. When the *AP* received a International Gold Medal for philatelic literature at CAPEX 96, the World Philatelic Exhibition held in Toronto in 1996, it was the first time in more than a century that a periodical had earned a Gold Medal at an international show. This unprecedented success was repeated four years later when the *AP* received a second International Gold Medal at ESPAÑA 2000. A third Gold was presented to the *AP* at TEMEX in 2003.

### **Membership Requirement**

You must be an APS member in good standing in order to advertise. If you are not already a member, you may apply online, or we will be happy to fax or mail you a membership application.

# AMERICAN PHILATELIST

The Premier Stamp Collecting Magazine in the U.S.  
Published each month by the American Philatelic Society

## Keep In Touch With Your Target Audience!

Join the ranks of dealers worldwide who  
have discovered the value of advertising  
in the *American Philatelist*.

## AP Advertising Works!

Beat the Competition. Promote your web site, upcoming  
auction(s), mail sale(s), special offers, your booth presence  
at a stamp show in the U.S. & abroad, and other  
important news, about your philatelic activities, in the

AMERICAN  
PHILATELIST

Reserve Advertising Space For Your Special  
Announcement, Today!

2008 Months Issued	2008 Deadlines
August	25 June
September	25 July
October	25 August
November	25 September
December	27 October
2009 Months Issued	2009 Deadlines
January	2008 -- 25 November
February	26 December
March	2009 -- 26 January 2009
April	25 February
May	25 March
June	27 April
July	25 May
August	25 June

**Dated Ads** including specific dates for auctions, mail sales, shows, etc.): Please keep in mind that mailing of *The American Philatelist* is in the last week of the month (about the 25<sup>th</sup>) prior to the actual date of issue. Delivery to most U.S. subscribers, expected but not guaranteed, in the first week to 15 days of the month of issue.



### RESERVATIONS, RATES, INFORMATION

Contact: Helen L. Bruno, Advertising Manager

Phone: (814) 933-3818 • FAX: (814) 933-6128

E-mail: [hbruno@stamps.org](mailto:hbruno@stamps.org) or [adsales@stamps.org](mailto:adsales@stamps.org)

On the Internet: [www.stamps.org](http://www.stamps.org)

[http://www.stamps.org/Services/ser\\_TAP.htm](http://www.stamps.org/Services/ser_TAP.htm)

# AMERICAN PHILATELIST

## Ad Sizes & Rates

Space Unit	Width x Depth		Cost per Contract Rate		
	Inches	Picas	12x Rate	6x Rate	1x Rate
Full page	7.31 x 10	43.5 x 60	\$ 857	\$ 964	\$ 1,071
2/3-page vertical	4.75 x 10	28.5 x 60	710	799	888
2/3-page horizontal	7.25 x 7.5	43.5 x 45	710	799	888
1/2-page horizontal	7.25 x 5	43.5 x 30	565	636	706
1/2-page vertical	3.5 x 10	21 x 60	565	636	706
1/3-page horizontal	4.75 x 5	28.5 x 30	400	450	500
1/3-page vertical	2.25 x 10	13.5 x 30	400	450	500
1/4-page vertical	3.5 x 5	21 x 30	305	343	381
1/6-page horizontal	4.75 x 2.55	28.5 x 15	205	231	256
1/6-page vertical	2.25 x 5	13.5 x 30	205	231	256
1/8-page horizontal	3.5 x 2	21 x 12	155	174	194
2-inch rateholder	2.25 x 2	13.5 x 12	105	118	131
1-inch rateholder	2.25 x 1	13.5 x 6	55	62	69

Rates are in effect from the January through December 2007 issues.

### Printing Information

Trim size	8 <sup>3</sup> / <sub>8</sub> x 10 <sup>13</sup> / <sub>16</sub> inches
Actual page image area	7 <sup>5</sup> / <sub>16</sub> x 10 inches
Bleed	8 <sup>3</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>4</sub> inches
Line screen	133 lines per inch
Technology	computer-to-plate
Press	web
Binding	saddle-stitch

### Color/Special Position Premiums

Color — full-page	\$300
Color — 1/4-page and up	\$150
Inside front cover*	20%
Opening page*	20%
Opposite table of contents*	20%
Centerspread*	50%
Inside back cover*	20%
Outside back cover*	25%
Editorial positioning**	20%

\*Requests for special positions must be made at least two months in advance of desired publication date.

\*\*If you request that your ad be tied to a particular feature, we guarantee only that your ad will run in close proximity.

### Multi-Column Price List Ads

We **DO NOT** provide typesetting service for ads containing extensive price lists. These ads are accepted on disk only, and we charge \$50 per hour, 1 hour minimum for the time required to produce your ad.

### Digital Files

If digital files are not properly sized, or do not otherwise meet our specifications, you will be charged \$50 per hour

for modifications necessary to produce your ad. You may send your ads via e-mail, on CD, or zip disk. You may also post your ad to your ftp site. We are not responsible for color quality of digital files sent without a hard copy proof to verify color shades.

### Discounts

*Frequency discounts* — Your rate is based on the number of advertisements run within a contract year. You may use a variety of ad sizes to fulfill your contract.

*Agency discounts* — We do not provide discounts to advertising agencies. While we welcome the opportunity to work with agencies, we emphasize that their commissions are the advertiser's responsibility.

### Billing Information

Your advertising invoice is generally mailed on the 15th of each month. Payment is due upon receipt of invoice. You may request that your ads be charged automatically to your VISA or MasterCard.

### Overdue Accounts

A late payment of 1½ percent per month is added to advertising accounts that are more than 60 days past due. We encourage all advertisers to keep their accounts up-to-date. Failure to pay for advertising can result in expulsion from the Society, legal action, and/or court fees.

**"If you want to be known in the philatelic trade, the AP is the place to advertise!"**

*Fred Schmitt, Schmitt Investors Ltd.*

## Digital File Information

### AP Technology

- Windows XP
- InDesign CS2
- PhotoShop CS2
- Adobe Type 1 Fonts
- Color mode — CMYK
- Computer-to-Plate

### File Formats Accepted

- We prefer to receive the entire ad as a 300 dpi.tif grayscale or CMYK. Note: Colors may change during the conversion from RGB to

#### CMYK.

- Native Quark Files, both PC and Mac (including graphics and fonts). Font substitution will occur when converting Quark files from Mac to PC.

### Sending Digital Files

- We can accept 3½-inch disks, zip disks, and CDs.

We also can send and receive e-mail attached files.

- When sending your file as an e-mail attachment, please send a second message to let us know that the ad has been sent.
- The magazine is printed with a line screen of 133 lpi. We need 300 ppi (dpi) for resolution. Please **DO NOT** use images taken with a digital camera, downloaded from the Web, or photocopies of screened photographs; you will not be pleased with the results.
- Please include a pdf of your ad for identification purposes.
- *When no color proof is provided we cannot be held responsible for the accuracy of the color reproduction.*

### Questions

For technical support with digital files, contact Barbara Boal, editor, phone: 814-933-3803, ext. 221, or e-mail: [baboal@stamps.org](mailto:baboal@stamps.org)

## Deadlines

### Our Deadlines Are Firm

We take our deadlines seriously and we want our advertisers to take them seriously as well. It is extremely important to make sure your ad reaches us **on or before** the deadline date.

### Ad Space Reservations

If you are not a monthly contract advertiser, you **MUST** reserve your space by the 20th of the month, two months prior to date of issue.

### Digital File Deadline

The deadline for receipt of all digital ads, on disk or via e-mail, is the 25th of the month.

### Dated Ads

The magazine is mailed the last week of the month prior to actual date of issue. Most members receive their AP the first week of the month of issue. This is very

important to keep in mind if your ad contains dates (i.e., auctions, mail sales, shows, etc.)

### Last Minute Ads

You have missed the deadline, but you still want to run an ad. Call us at 814-933-3818, and we will try to accommodate you. The premium for placing a late ad is 20%.

### Cancellations

Cancellations are not accepted after the space reservation deadline. If your ad is not published due to non-receipt of materials, you will be charged for the space reserved.

### Publisher's Rights

We reserve the right to accept, reject, or modify at the advertiser's expense any or all advertising materials submitted to us. Such modifications shall not be cause for credit, refund, or adjustment on account of advertiser's dissatisfaction with the final printed advertisement.

**Reserve your ad space — Call 814-933-3818**  
**Fax: 814-933-6128 • E-mail: [adsales@stamps.org](mailto:adsales@stamps.org)**

# AMERICAN PHILATELIST

## Other Advertising Opportunities

### Classified Ads

Classified ads are a time-proven, cost-effective way to reach APS members. Many dealers run classified ads year round in conjunction with their display ads.

To calculate the cost of your classified ad, you must first figure the number of lines your ad will require. One line equals 34 characters, counting all letters, numerals, punctuation, and blank spaces between words. Your cost will then be determined by the number of months you want the ad to run. Consult the table below to find your cost.

Advertising in *The American Philatelist* is open to **APS members only**. Please remember to include your APS number when submitting a classified ad. Unlike the display ads, classifieds must be paid in advance. *No change of copy. No refunds.*

Classified ad renewals are accepted by phone, fax, or e-mail if charged to your VISA or MasterCard. Please include your card number, expiration date, v-code, and your address. **We do not accept phone calls for placement of NEW ads.**

New classified copy must be submitted by fax, e-mail, or by writing to: AP Classifieds, 100 Match Factory Place, Bellefonte, PA 16823. Or you can use our easy online form at:

[www.stamps.org/services/ser\\_ClassifiedAds.htm](http://www.stamps.org/services/ser_ClassifiedAds.htm)

### Inserts

The *AP* can accommodate a variety of inserts. We offer the option of "bind in" or "blown in" inserts. Call us with details of your promotional piece, and we'll be happy to provide further information and an estimate of the cost.

**If you are considering any promotional insert, it is strongly recommended that you phone for our specifications prior to having the insert printed.**

If your insert does not meet our specifications, we cannot be held responsible if problems arise during production. This can become very costly if the press must be stopped, as you will be charged for downtime. That's why it is important to call us first!

### Online Dealer Mall/Rotating Banner Ads

Are you an APS Dealer Member with a website? By joining the APS Dealer Mall, your rotating banner ads will appear on several APS web pages, in addition to your listing in the Dealer Mall section. The low annual fee is \$120.

### CLASSIFIED RATES

1 line	\$ 3.75	\$ 20.50	\$ 36.50
2 lines	7.50	41.00	73.00
3 lines	11.25	61.00	109.00
4 lines	15.00	81.50	145.50
5 lines	18.75	101.75	182.00
6 lines	22.50	122.00	218.25
7 lines	26.25	142.50	255.00

Fill out the online form at [www.stamps.org/directories/dir\\_dealmall\\_form.htm](http://www.stamps.org/directories/dir_dealmall_form.htm) or e-mail Doris Wilson at [doris@stamps.org](mailto:doris@stamps.org) for further details.

### The Philatelic Literature Review

This is the perfect place for philatelic literature dealers to advertise!

The *PLR* is the official journal of the American Philatelic Research Library and its articles reflect the interests of philatelic literature collectors. The *PLR's* nearly 2,725 subscribers include libraries around the world, enlarging its potential readership. Published quarterly, it is kept as a reference volume so your ad will be seen over and over again.

### PLR Advertising Rates\*

Ad sizes	1 time	4 times
Full page	\$120.00	\$100.00
½-page	\$ 80.00	\$ 65.00
¼-page	\$ 45.00	\$ 35.00
2-inch	\$ 25.00	\$ 20.00

\*cost per ad

### Deadlines

1st Quarter	January 16
2nd Quarter	April 10
3rd Quarter	July 10
4th Quarter	October 16

**"Advertising in *The American Philatelist* has been a cornerstone of our ad program for almost twenty years."**

*Vance Carmichael, Vance Auctions Ltd.*

## Design Services

Our experienced staff of graphic professionals will be happy to help design your next advertisement.

### Sending Artwork

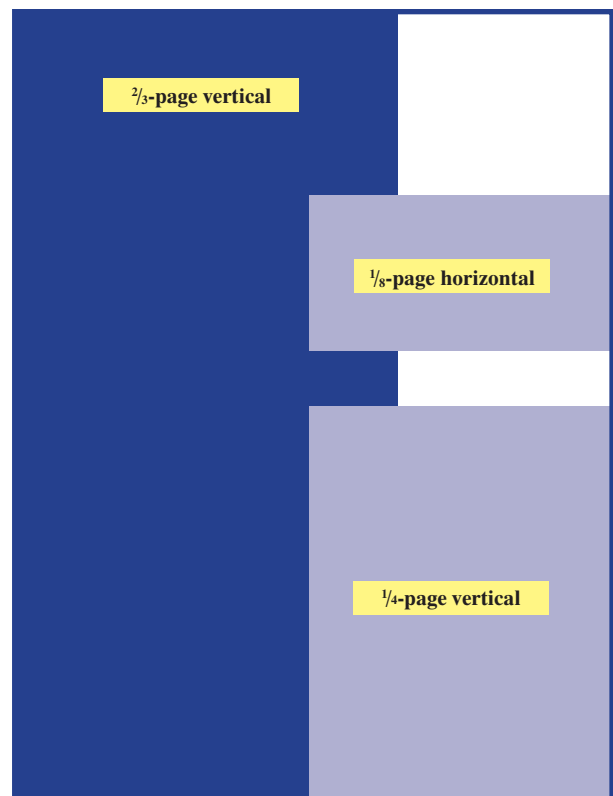
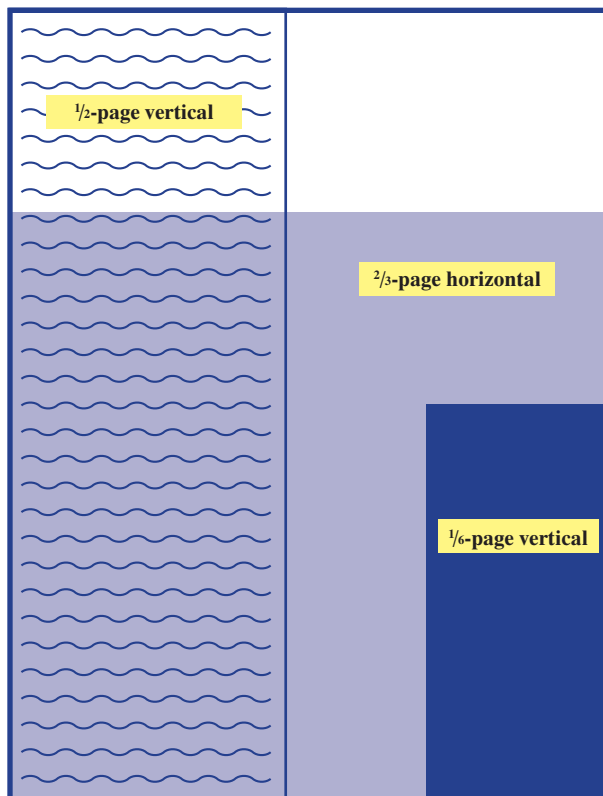
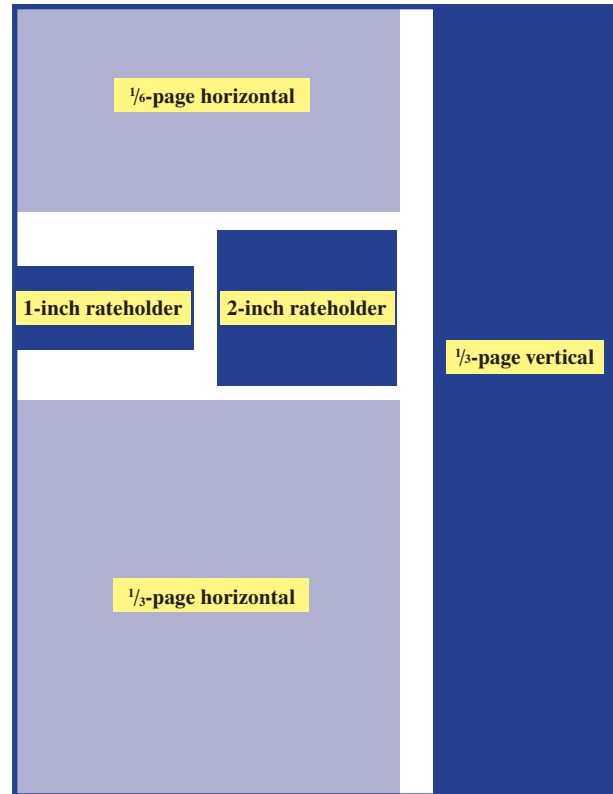
Please DO NOT tape or paste down items that must be scanned. If you want to include a suggested layout, please use photocopies of items, not the actual items that we must scan.

### Ad Proofs

Prior to publication, we will fax or e-mail you a proof of your ad. This is your chance to check the ad carefully for any errors. If we have made an error, we will provide a second proof at no charge. Time permitting, and upon request, additional proofs will be provided at the rate of \$5 per proof.

### Late Changes

It is extremely important to proof your ad carefully. Once the magazine has gone to the printer, it is very costly to make a change. The minimum charge to make late changes to a black-and-white ad is \$50; \$150 for a color ad change.



## Advertising Contract & Copy Regulations

Commercial advertising in *The American Philatelist* is limited to firms of which a principal officer is an APS member in good standing. The APS reserves the right to terminate this contract and refuse further advertising upon suspension or expulsion of any principal officer or substantial owner of an advertiser's firm.

All copy and illustrations are subject to publisher's approval.

Publisher accepts no responsibility for misinterpretation of handwritten or telephoned changes of copy. In the absence of clear instructions, advertiser authorizes publisher to exercise its best judgment.

I hereby agree to purchase and authorize the insertion of advertising in *The American Philatelist* to occupy \_\_\_\_\_ pages/inches for \_\_\_\_\_ times, beginning with the \_\_\_\_\_ issue. I understand and agree that all advertising orders are subject to the terms and provisions of the current rate card. I also understand that all such orders are accepted subject to change in rates upon advanced written notice from the publisher.

I further understand and agree that my contract is to be completed within one year from the date of the first insertion.

I, the advertiser, agree that all copy, text, and illustrations are subject to the publisher's approval before execution of the order. The publisher reserves the right to refuse or reject advertising for any reason. The publisher does not guarantee placement or position of advertisements.

**While under contract, I understand that it is my responsibility to provide new or revised copy to the publisher by deadline. Otherwise, my ad from the previous month will be used every month, until the contract is fulfilled.**

The publisher's responsibility for errors is limited to publication of the corrected portion of any advertisement that was in error. It is the advertiser's responsibility to contact the publisher immediately in the event of an error. The publisher has no responsibility for issues beyond the first ad containing the same error.

I also agree that the advertiser will indemnify and save Firm \_\_\_\_\_

Proprietor's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

APS Member \_\_\_\_\_ APS No. \_\_\_\_\_

Member's Signature \_\_\_\_\_ Date \_\_\_\_\_

By your signature you agree to become personally responsible for the payment of this account.