

**JEWELRY**

**NOVOTNY'S ANTIQUES** has the largest & finest selection of Estate, Victorian, Retro, Deco and Modern Jewelry. Only the best on East Pasadena Antique Row, Novotny's, 2552 E. Colorado Blvd., Pasadena. (626) 577-9660. 2/12

**BUY-SELL:** So. Cal's finest selection of vintage jewelry can be found at the

**SHERMAN OAKS ANTIQUE MALL.** Always looking for desirable costume, estate jewelry & Bakelite. Will buy one item to entire collections, top \$\$\$ paid. Call Janice (818) 360-8071. 2/12

**PORCELAIN & POTTERY**

Visit dealer #13 at **Stars Antiques Market** for a great selection of Roseville and Weller pottery

and while you are there check out the selection of **Flow Blue** plates and platters. 526 Pier Ave., Hermosa Beach, CA 90254, 310/318-2800. 3/12

**SERVICES**

**CASTLE WHOLESALE & DESIGN** has been in business for 40 years bring you the finest in antique furniture, refinishing, restoration, upholstery, conversions and prop rentals. Located at 11924 Vose St., North Hollywood, CA (818) 765-5000. Open Mon.-Fri. 10-5, closed Sat. and Sun. by appointment only. 3/12

**SILVER**

**Lots of Judaica** including Sterling Kiddush Cups, various Menorahs, crystal and other types of Dreydels, huge discounts on Lalique in **Space #206 at Sherman Oaks Antique Mall**, 14034 Ventura Blvd., Sherman Oaks, CA 91423. (818) 906-0338. 1/12

**VINTAGE FASHIONS**

**THE GROVE VINTAGE** has a stunning selection of vintage clothing, streetwear, Indie, DIY, Jewelry and Accessories. Come see for yourself. Located at 206 W. Bonita Ave. in the Harvard Bldg. in Claremont, CA 91711. Open Tues.-Fri. 12-5, Sat. 12-6 and Sun. 12-5. 2/12

**West Coast Peddler.**

*The Oldest Journal of Antiques, Collectibles & Art in the Pacific States*



P.O. Box 5134 • Whittier, CA 90607 • (562) 698-1718  
• Fax (562) 698-1500 • Toll Free (877) 889-9912

email: westcoastpeddler@earthlink.net  
website: westcoastpeddler.com

**RATE CARD 14 • January 2010**

**EDITORIAL FORMAT:** A black & white and some color pages newsprint tabloid size journal with a 4 column format. Styling and tone upscale and scholarly in monthly cover story and inside features, with a heavy use of quality black & white photography. Features are written by authoritative international figures from the West Coast, Midwest, East Coast, the South, England and the Continent.

AD SIZE	1 TIME	3 TIMES	6 TIMES	12TIMES
1/32 page ad	\$ 56.00	\$ 52.00	\$ 47.00	\$ 42.00
1/16 page ad	\$ 72.00	\$ 68.00	\$ 65.00	\$ 57.00
1/8 page ad	\$ 118.00	\$ 112.00	\$ 105.00	\$ 98.00
1/5 page ad	\$ 155.00	\$ 146.00	\$ 140.00	\$ 130.00
1/4 page ad	\$ 195.00	\$ 180.00	\$ 175.00	\$ 165.00
1/2 page ad	\$ 360.00	\$ 340.00	\$ 325.00	\$ 295.00
3/4 page ad	\$ 515.00	\$ 485.00	\$ 450.00	\$ 415.00
Full page ad	\$ 650.00	\$ 625.00	\$ 585.00	\$ 540.00

**COLOR PRICES:**

Spot Color \$65.00  
Process color (4 colors) \$105.00

All colors must be submitted as CMYK files.

**PREFERRED POSITIONS AVAILABLE: (This does not include color).**

**Back Page \$700.00**

**Inside Front Cover \$675.00 • Inside Back Cover \$675.00**

When available, month to month, any other size ad, at 15% premium over table of frequency discounts listed above. All other ads are equitably rotated through the paper, which is edited with as much feature material in rear as in front section without preferred position charge; regular rates apply.

**Agency Commission:** Standard 15% agency commission is granted but no other commission is claimable. This means that it should be camera ready and submitted by the agency for the advertiser.

**Prepaid Discount:** This is available only to advertisers who place their ads with us directly. You may deduct 5% from the above rate when a check accompanies the order... or if you prepay your monthly bill by the 10th of the month preceding the month of insertion.

**Charity Events:** Charities devoting over 60% of total revenues to recognized charities may claim a 20% discount, but no agency commission over that, and no 5% prepaid discount.

**Frequency Discounts:** The highest frequency discount may be claimed for continuing schedules regardless of size. **Advertisers will be billed for any unearned discounts if total insertions in a year (12 issues) do not equal the table of discounts printed above.**

**Group Ads** are welcome in the West Coast Peddler, but the group coordinator must send consolidated checks prepaid. We will not bill individual members.

**Deadline:** 10th of month preceding date of issue.

**ANTIQUES... WHERE ARE YOU!**

Looking for that Special Find? Want to Let that Potential customer Know Where You Are? Why Wait...Don't Delay. Get an Ad in the Peddler Today! Or Get Listed on Travels With The Peddler.

Let Us Help You Get the Customers & Find What You Are Looking For!

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Start my subscriptions to the *West Coast Peddler*. My payment for **\$30.00 (or \$55.00 for 2 years)** is enclosed. Out of the country \$48.00 one year.

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