

COLLECTOR'S ITINERARY: West Coast Peddler also publishes the most extensive calendar of events in any regional journal which is also viewed on our website: westcoastpeddler.com. This is a reader service at no charge to those wishing a major trade event to be listed, such as; Charity Shows, Grand Openings of Shops or Malls, Auctions, Shows, Special Shop or Mall Events, Collector Club Conventions or Sales, etc. **The copy for this must be in by the 10th of the month prior to the date of publication.**

TRAVELS WITH THE PEDDLER: Travels with the Peddler is a section featuring regional maps & store listings. Designed for the antiquer & collector who enjoys discovering new and exciting places to shop. A listing on the map cost **\$125.00 for 6 months**, prepaid. Your listing includes shop name, address, telephone, days and hours of operation.

ARMCHAIR SCOUT: Classified Ad Rates

1 and 2 months - 55¢ per word, per month
3, 4 and 5 months - 45¢ per word, per month
6 to 12 months - 40¢ per word, per month

Classified ads must be prepaid for total run of ad. Rates are consecutive issues. Please write copy carefully and legibly. We are not responsible for errors due to unreadable copy. **Checking copies are not furnished.**

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 8, 2010

West Coast Peddler is a general interest monthly journal edited for serious collectors, dealers, auctioneers, and appraisers in California, Oregon, Washington, Idaho, Nevada & Arizona. **Subscriptions are \$30.00 per year and two year subscriptions are \$55.00, overseas subscriptions are \$65.00 per year.**

Advertisers are provided with point of purchase copies for their customers.

EDITORIAL FORMAT: 4-color and spot color are available on center spread and outside back cover. The rest of the journal is black and white newsprint in a tabloid size journal. We strive to present an upscale scholarly journal that has the latest in the industry news. The articles are written by authoritative international figures from the West Coast, Midwest, East Coast, the South, England and the Continent.

Featuring:

- News & Reviews
- Knowledgeable Articles & Columns
- Armchair Scout (Classifieds)
- Collectors Itinerary of Events
- The most complete calendar of events on the Pacific Coast
- Travels with the Peddler
- Maps & Shops listing for those who like to travel for antiques.

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ADVERTISING MECHANICAL REQUIREMENTS:
West Coast Peddler® - Column width is 2 3/8 inches.

1/32 page ad: 2 3/8" wide, 1 5/8" deep.

1/16 page ad: Vertical: 2 3/8" w. by 3 3/8" h.
 Horizontal: 4 3/4" (2 col.) w. by 1 5/8" h.

1/8 page ad: Vertical: 2 3/8" w. by 6 3/4" h.
 Horizontal: 4 3/4" (2 col.) w. by 3 3/8" h.

1/5 page ad: 4 3/4" (2 col.) w. by 5 5/8" h.

1/4 page ad: Vertical: 4 3/4" (2 col.) w. by 6 3/4" h.
 Vertical: 2 3/8" (1 col.) w. by 13 5/8" h.
 Horizontal: 7 3/8" (3 col.) w. by 4 1/2" h.
 Horizontal: 10" (4 col.) w. by 3 3/8" h.*
 *4 col. quarter pages run across bottom only.

1/2 page ad: Horizontal 10" wide by 6 3/4" deep / Vertical 4 3/4" (2 col.) w. by 13 1/2" h.
 Vertical 7 3/8" (3 col.) w. by 9 1/2" h.

3/4 page ad: Vertical 7 3/8" (3 col.) wide by 13 1/2" deep
 Horizontal 10" (4 col) wide by 9 1/2" deep

Full page ad: 10" (4 col.) wide by 13 1/2" deep.

Solid black backgrounds are not accepted for ad sizes exceeding 1/8 page. Half tones are 85 line screens. You may email us with your ad information, graphics and photos at westcoastpeddler@earthlink.net in a Acrobat pdf format. Photographs and graphics should be sent as jpegs. Color graphics and photos must be in CMYK color format.

Foreign Advertisers: remit payments in bank drafts or money orders which will clear U.S. banks without collection charges.



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DISPLAY ADVERTISING RATES
Card No. 14, Effective January 2010

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.