

## DISTRIBUTION

Our magazine is read worldwide and generates sales for our advertisers by reaching a highly targeted audience of antiques, art & design lovers.

It is seen by some 175,000 serious minded shoppers who want to know where to go and how to get there.

Copies are distributed at antiques shows throughout Florida and at select out-of-state venues. It is available at hundreds of antique shops, malls, art galleries and museums.

All advertisers receive an allotment of free books for their own use.

AARF is advertised in out-of-state trade publications and single copies or subscriptions are mailed upon request.

## PRODUCTION CHARGES

Please review technical specifications before submitting ads or artwork.

- Ad rates quoted are for camera ready art
- Ads prepared by the publisher (layout, mechanical, typesetting, stats, including copy proof sent for proofreading purposes) are subject to charge ..... 35.00
- Logos, art work, etc. will be charged at a reasonable rate

**SPECIFIED POSITION** - ..... 10% Surcharge, Minimum 25.00 (Subject to availability)

**LATE SUBMISSIONS** - (subject to availability)  
Fee applied to ads received after posted deadline..... 50.00

**EXCESSIVE CHANGES** - Applies to multiple change requests after proof is sent and returned (advertiser will be notified in advance if subject to this charge) ..... 50.00

## AD COPY DEADLINE

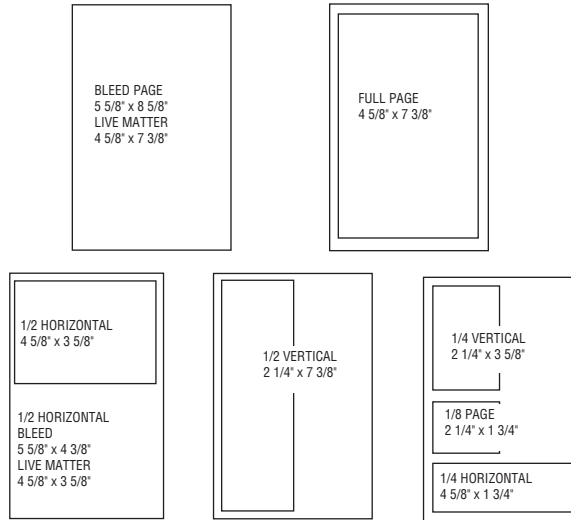
Winter/Spring Issue (published early Jan.)  
**Deadline Oct. 15**

Summer/Fall Issue (published early July)  
**Deadline May 15**

All ad copy must be at the publisher's office not later than ad closing date. Cancellations accepted up to closing date. Advertiser or his agent agree to pay all expenses incurred up to cancellation

## MECHANICAL REQUIREMENTS

Space is measured in inches and can be used only in the following forms:



**Printing:** Offset lithography - 135 line screen. Saddle stitched

**Page Size:** Trimmed to 5 3/8" X 8 3/8"

## TECHNICAL SPECIFICATIONS

Antiques & Art Around Florida will accept electronic photos/ads in the following formats: PDF-Press Optimized with fonts & photos embedded. InDesign for PC. EPS. Photoshop. Tif. JPG. Illustrator. (Fonts & supporting image files must be included with the file.) ALL IMAGES SHOULD BE SENT AT 300 dpi. or higher. Color images should be CMYK. Submissions other than those listed can reduce the quality of "camera ready" ads and could possibly be rejected for re-submission.

**Email ads to:** antartfl@aol.com.

Any files over 1MB should be sent on disk or cd

## MAILING INSTRUCTIONS

Advertising & print materials should be directed to:  
Antiques & Art Around Florida  
c/o Target Publishing, Inc.  
P.O. Box 980  
Keystone Heights, Florida 32656

**For additional information call:** 352-475-1336

## DISPLAY AD RATES

	COLOR		BLACK & WHITE		order
	1 issue	2 issues	1 issue	2 issues	
	Pay Per Insertion		Pay Per Insertion		
<b>Full Page</b>	\$1,637	\$1,472	\$1,164	\$1,043	
<b>One Half Page</b>	988	878	691	614	
<b>One Quarter Page</b>	548	493	394	328	
<b>One Eighth Page</b>	320	277	213	197	
<b>Back Cover</b>	\$3,298	\$3,001			
<b>Inside Back Cover</b>	1,945	1,758			
<b>Inside Front or Page One</b>	2,198	1,999			
<b>Double Page Spread</b>	2,946	2,649	2,088	1,879	
<b>Center Page Spread</b>	3,496	3,145			
<b>Advertorial</b> (An advertisement written in the form of a personalized editorial. Includes color photos to enhance your business.) Call for Pricing & Availability.					
<b>Per add'l color on b/w ad</b>			45	45	
<b>Set up fee</b> (new advertisers)	35	35	35	35	
Note: Display ad rates include map position (number in circle on map) to show location. IMPORTANT! Please be sure to include, with your ad copy, clear information for our map. Show side of street you are on plus MAJOR street to each side and CLOSEST EXIT from interstate.					
<b>TOTAL ENCLOSED FOR AD-----\$</b>					

## THE CORNER CUPBOARD

Note: Pay in full with order. No copy proofs will be sent.

	1 issue	2 issues	order
	Pay Per Insertion		
Maximum 40 Word Listing	\$125.00	\$115.00	
40 Word Listing including Map Position	174.00	160.00	
40 Word Listing with Display Ad	86.00	75.00	
<b>TOTAL ENCLOSED FOR CORNER CUPBOARD-----\$</b>			

**TERMS**—All bills due upon receipt of invoice. Past due accounts subject to 1.5% service fee per month after 30 days. All ads must be paid in full before each issue. Advertisers who contract for two issues and fail to run the second ad are subject to billing of the difference in rates.

**New Accounts**— Payment required in full with first order.

**Existing accounts**— 50% deposit, Balance due 30 days from invoice.

**ORDER FORM**—Mark form above and enclose this page with payment. Credit Cards Accepted for your convenience (VI, MC, DS)

**BILL TO:** \_\_\_\_\_

**STREET:** \_\_\_\_\_

**CITY, STATE ZIP:** \_\_\_\_\_

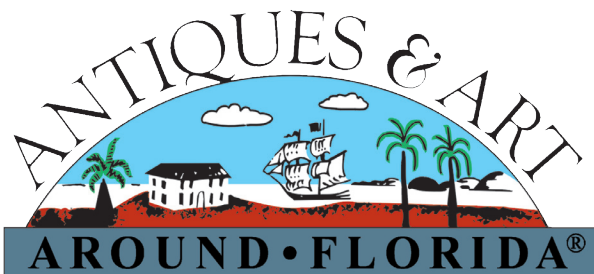
**PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**CREDIT CARD NUMBER/EXP:** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

ARE YOU LOOKING FOR A UNIQUE WAY TO  
**STAND OUT** IN YOUR MARKETPLACE?



**Antiques & Art Around Florida  
is the answer!**

Considered the "Best Antiques and Art Magazine in the United States," *Antiques & Art Around Florida* has been bringing buyers and sellers of antique merchandise, jewelry and art together for more than 25 years.

Your ad, placed in *Antiques & Art Around Florida* will reach as many as 175,000 new customers throughout the 6 month shelf-life of just one issue. What better way to differentiate yourself and stand out in the ever competitive world of antiques and art?

Each issue of *Antiques & Art Around Florida* is distributed at antique shops, art galleries, museums, malls and antique shows throughout Florida and other major events in the Southeast, bringing your business maximum exposure. An index of advertisers along with detailed regional maps make it easy for interested customers to locate your business. These maps and indexes are also placed on our website, [www.aarf.com](http://www.aarf.com).

*Antiques & Art Around Florida* offers its loyal readers notable articles of interest to a variety of collectors. The 9 month show calendar is a very popular feature that keeps readers paging back through the magazine time and time again.

**[www.aarf.com](http://www.aarf.com)  
352-475-1336**

**ADDT'L ADVERTISING OPPORTUNITIES**

**ANTIQUÉ SHOPPE NEWSPAPER**

- Florida's Best Newspaper for Antiques & Collectibles" for over 20 years.
- Easily readable 10x12" format
- Over 50,000 loyal readers, Focus on Florida and the Southern region of the U.S.
- Distributed via paid subscriptions and available at over 850 antiques and collectible malls, shops, auctions and shows each month.

[www.antiqueshoppefl.com](http://www.antiqueshoppefl.com)

**SW FLORIDA ANTIQUE & COLLECTORS GUIDE**

- Serving Southwest Florida; including Greater Ft. Myers, Naples & Sarasota, Palmetto & Isle of Capri*
- Published annually in the fall

**OTHER AREA MAP GUIDES**

*Published annually these area map guides including business listings and map locations*

**ORLANDO      SARASOTA  
MANATEE COUNTY**

*Contact us about promoting your town/area*

**Antique Marketplace E-MAIL BLASTS**

Promote your special event or sale with an E-mail Blast to thousands of antiques enthusiasts.

E-MAIL BLASTS . . . Call for Rates

*Stay informed with the latest news & information in the Antique Industry by signing up to receive our new Email BLASTS! Our "Antique Marketplace" is designed to keep you posted on last minute auctions, show changes, information on antiques and collectibles & much more.*

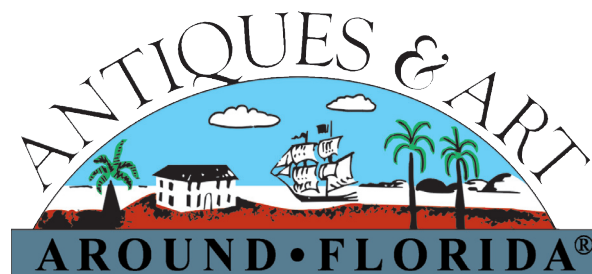
**INTERNET ADVERTISING**

Put the web to work for your business by advertising on [www.antiqueshoppefl.com](http://www.antiqueshoppefl.com) and/or [www.aarf.com](http://www.aarf.com)

- Banner Ads      •Links
- Square Button Ads      •Web Design
- Email marketing programs

Call 352-475-1336 or email [antartfl@aol.com](mailto:antartfl@aol.com) for details and rates

**PUBLISHED SEMI-ANNUALLY**



**Setting the standard  
for excellence in  
Antiques & Art  
Since 1985**

**GENERAL  
ADVERTISING  
INFORMATION  
2009**

**Antiques & Art Around Florida**  
PO Box 980, Keystone Heights, FL 32656  
352-475-1336 800-248-9430  
Fax 352-475-5326 Email: [antartfl@aol.com](mailto:antartfl@aol.com)  
Bruce G. Causey - editor/publisher