

# Goldmine

## RATE CARD #34

700 E. State St., Iola, WI 54990-0001

Fax: 715/445-4087

www.goldminemag.com



### ADVERTISING DEADLINES:

All advertising copy must be in the offices of Goldmine by 4 p.m. Central Time on the deadline day.

COVER DATE	AD DEADLINE	MAIL DATE
March 2017 (878)	Dec 23, 16	Jan 18
April 2017 (879)	Jan 13	Feb 8
Record Store Day (880)	Feb 3	Mar 1
May 2017 (881)	Mar 3	Apr 3
June 2017 (882)	Mar 31	May 1
July 2017 (883)	Apr 28	Jun 1
August 2017 (884)	Jun 2	Jul 3
September 2017 (885)	Jun 30	Aug 1
October 2017 (886)	Jul 28	Aug 23
November 2017 (887)	Sep 1	Sep 27
December 2017 (888)	Sep 29	Oct 25
January 2018 (889)	Oct 27	Nov 22
February 2018 (890)	Nov 27	Dec 20

### Store Directory:

This section features listings for retail record stores around the world. Advertise your establishment including 10 words of description for \$295 (13 issues). Send in your store name, address, phone number and 10 words of description along with payment to Goldmine Magazine, Attn: Store Directory, 700 E State St, Iola WI 54945.

### Web Directory:

3.25" wide x 1.25" tall **\$295 per year (13 issues)**  
Send potential customers to your web site every issue!

### DISPLAY ADVERTISING:

(Cost per ad per issue, ads must run consecutively)

To utilize multiple issue rates, advertisers must sign a contract (available upon request).

#### PREMIUM POSITIONS\*

Inside front or back cover: \$1,000 premium

Back Cover: \$2,000 premium

Page 1 (after cover): \$500 premium

Table of Contents: \$500 premium

Center Spread: \$500 premium

\* Add to cost of ad.

#### CLASSIFIED DISPLAY:

	1X	3X	6X	13X
2 inch (1 column x 2")	\$42	\$36	\$33	\$31
3 inch (1 column x 3")	\$63	\$55	\$51	\$47

#### 4-COLOR RATE

Ad Size	1X	3X	6X	13X
Full Page	\$1,965	\$1,800	\$1,725	\$1,695
2/3 Page	\$1,700	\$1,625	\$1,595	\$1,565
1/2 Page	\$1,425	\$1,360	\$1,335	\$1,295
1/3 Page	\$1,355	\$1,300	\$1,260	\$1,236
1/4 Page	\$1,120	\$1,095	\$1,080	\$1,070
2 Page Spread	\$3,245	\$2,970	\$2,846	\$2,796

#### B/W RATE

Ad Size	1X	3X	6X	13X
Full Page	\$1,205	\$1,040	\$965	\$935
2/3 Page	\$935	\$850	\$805	\$770
1/2 Page	\$665	\$600	\$570	\$535
1/3 Page	\$550	\$525	\$500	\$455
1/4 Page	\$395	\$355	\$340	\$325
Collector to Collector	\$115	\$105	\$100	\$90
Web Directory	\$60	\$55	\$50	\$45
2 Page Spread	\$1,988	\$1,716	\$1,592	\$1,542

# Electronic Advertising/ Internet

## Get the online traffic you're looking for!

Goldmine can create an online advertising package to fit your needs and your budget. Our online options give you the opportunity to sell inventory, promote your own website, link to your auctions, or echo your message to hundreds of thousands of record collectors, buyers and sellers. Purchasing an advertising package with us ensures that your message will reach a targeted audience in a variety of ways. Here are a few:

### DEDICATED E-MAIL BROADCASTS (DEBS)

Send your exclusive e-mail message—with live links—to our e-newsletter reader list. You are essentially “renting” our valuable e-mail subscriber lists that we have spent years investing in and developing. 100% of the message content is about YOU and your product or service! Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads.



### CONTACTS:

Display Advertising Personnel:  
Toll Free: 1-800-573-0333  
Fax: 715-445-4087

**April Krueger**, Ad Representative  
800-573-0333, ext. 13654 or 715-318-0996  
E-Mail: [April.Krueger@fwcommunity.com](mailto:April.Krueger@fwcommunity.com)

**Julie Dillon**, Advertising Assistant  
715-257-6028  
E-Mail: [Julie.Dillon@fwcommunity.com](mailto:Julie.Dillon@fwcommunity.com)

**Dave Davel**, VP Sales  
E-Mail: [Dave.Davel@fwcommunity.com](mailto:Dave.Davel@fwcommunity.com)

Editorial Personnel:  
**Pat Prine**, Goldmine Magazine Editor  
E-Mail: [Pat.Prine@fwcommunity.com](mailto:Pat.Prine@fwcommunity.com)

*Let us create a unique advertising package specifically for you.*

### Online advertising:

We can create a unique advertising package to fit your needs and your budget. Call for more information and rates on our online advertising opportunities.

**A. Dedicated E-mail Broadcasts.** Reach a targeted record audience with a message dedicated to your events, products or services.

**B. E-Newsletter Advertising.** Target music enthusiasts each week with our Music-E-News electronic newsletter. Place your button, banner or skyscraper advertising message with a hotlink to your website.

**C. Web Site Advertising.** Reach your audience worldwide at [www.goldminemag.com](http://www.goldminemag.com). Place your ad on our website to sell inventory, promote your own web site, link to your auctions and more.

**Ask your sales rep about additional discounts for placing your advertising message in both print and eMedia.**

### E-NEWSLETTERS

Reach a highly targeted audience of potential customers who have specifically chosen to receive our e-newsletter.

Ad positions are dedicated to you—no rotation with other ads or the competition. Box size is available. Each ad is live linked to your website.



### WEB ADVERTISING

The Goldmine website:  
[www.goldminemag.com](http://www.goldminemag.com)

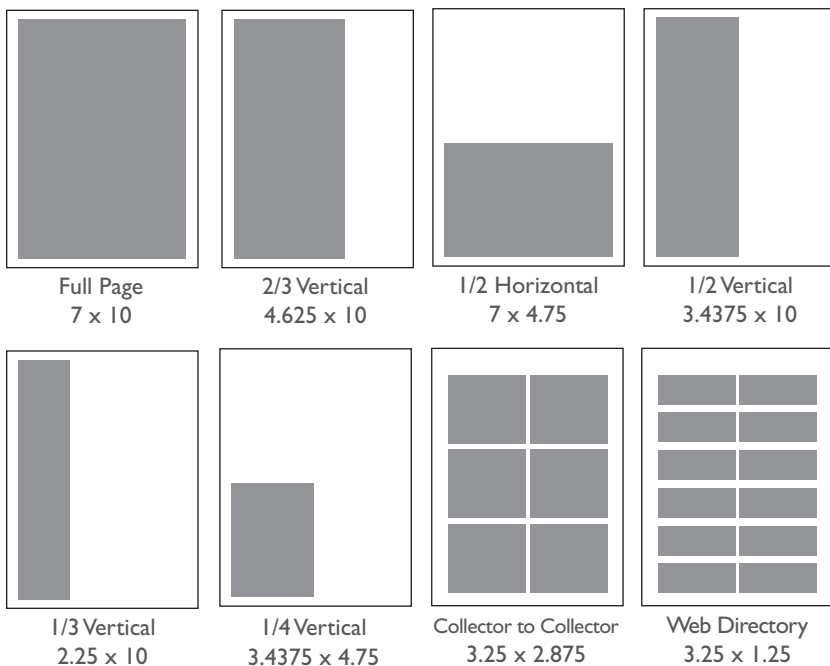
Reach your audience worldwide. Place your ad on our website to sell inventory, promote your own web site, link to your auctions and more.

Advertising space is available on 3, 6, and 12 month contracts.

Ad Type	Ad Size (pixels)
Box	300 x 250
Leader board	728 x 90
Banner	468 x 60

### E-NEWS ADVERTORIALS

With 75 words of text and a LIVE LINK to your web site, an advertorial is perfect for a last minute reminder, press release or hot new product release.



## F+W Media, Inc. Advertising Terms & Conditions



1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.
2. F+W Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.
3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. F+W Media is not responsible for errors in key numbers or any other typesetting done by F+W Media. The advertiser and the advertising agency each agree to indemnify and save harmless F+W Media and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.
4. F+W Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, F+W Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose F+W Media to any liability. F+W Media's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.
5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for F+W Media's charge for each advertisement placed. Thus, F+W Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.
6. In order to cancel a contract, F+W Media as well as the sales representative must be notified in writing.
7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, F+W Media is not responsible for quality of reproduction.

- See more at: <http://www.fwmedia.com/terms#sthash.755WrkX.dpuf>

## AD DIMENSIONS:

2 Page Spread.....	15 x 10
Full Page.....	7 x 10
2/3 Vertical.....	4.625 x 10
1/2 Horizontal.....	7 x 4.75
1/2 Vertical.....	3.4375 x 10
1/3 Vertical.....	2.25 x 10
1/4 Vertical.....	3.4375 x 4.75
Collector to Collector.....	3.25 x 2.875
Web Directory.....	3.25 x 1.25

### Page Size

Full Page: Trim Size - 7.75" x 10.5" • Live Area - 7" x 10"  
 Bleed - 8" x 10.75" (1/8" bleed on all sides)  
 2 Page Spread: Trim Size - 15.5" x 10.5", Live Area - 15" x 10"  
 Bleed - 15.75" x 10.75" (1/8" bleed on all sides)

## AD SUBMISSION SPECIFICATIONS:

### COMPLETE ADS:

- Preferred Format: PDF (PDF/X-1a) • PDF 1.4 or 1.3

### OTHER ACCEPTABLE FORMATS:

- Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.
- Adobe Photoshop CS3-CS6 (.psd, .tif, .tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.
- Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.
- QuarkXPress 6.0 – 8.0 (.qxd) Include all fonts and images.

### FORMATS THAT ARE NOT RECOMMENDED:

- Microsoft Word • Microsoft Publisher • Microsoft Excel
- Coral Draw • Microsoft PowerPoint

NOTE: Any other formats should be approved prior to submission.

### FOR AD CREATION:

#### Images:

- Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used.
- Vector or Line art: .ai or .eps

#### Text:

- Microsoft Word (.doc or .docx) • Microsoft Excel (.xls or .xlsx) • Text Edit (.txt)

### COLOR MODE:

- CMYK color mode
- NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur.

### TECHNICAL REQUIREMENTS:

- 300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.
- NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear "fuzzy" on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

### FTP INSTRUCTIONS:

Directions on how to FTP files:

#### Mac and PC Users:

- Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, etc.
- Host: ftp.krause.com
- User ID: anonymous
- Password: their email address
- Go to the Inbound folder and look for the publication folder.
- Drag and drop your file into the publication folder.
- Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

## Subscriber Assistance & Single Copy Purchases:

Address: Goldmine, P.O. Box 421751, Palm Coast, FL 32142-1571

Contact: Missy Fenn 715-257-6035 or [missy.fenn@fwcommunity.com](mailto:missy.fenn@fwcommunity.com)