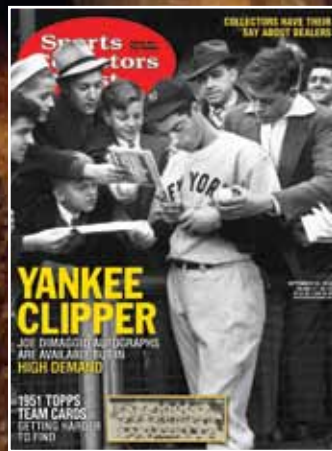


Sports Collectors Digest Voice for the Hobby

2019 Media Kit



A handwritten signature in black ink, consisting of the letters "f" and "w" joined together.

Contact Advertising Sales Representative:

Sports Collectors Digest is celebrating its 46th year in publication, providing sports memorabilia collectors and fans with their only source of printed information on the sports stars of the past and today, along with a marketplace for their collectibles.

- For 2019, we'll provide 26 issues of coverage for our readers consisting of but not limited to:
- Latest hobby news and trends
- Hobby flashbacks to cards and pioneers
- Marketplace coverage for the four major sports
- New card release calendar and information
- Expanded show and auction coverage
- A network of collectors all in one place
- The only printed source for market news and buy/sell opportunities



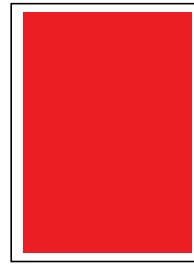
ADVERTISING DEADLINES

Cover date	Ad Deadline	Mail date
Jan 18, 2019	12/21/2018	1/2/2019
Feb 1, 2019	1/7/2019	1/11/2019
Feb 15, 2019	1/18/2019	1/25/2019
Mar 1, 2019	2/4/2019	2/8/2019
Mar 15, 2019	2/15/2019	2/22/2019
Mar 29, 2019	3/4/2019	3/8/2019
Apr 12, 2019	3/18/2019	3/22/2019
Apr 26, 2019	4/1/2019	4/5/2019
May 10, 2019	4/15/2019	4/19/2019
May 24, 2019	4/29/2019	5/3/2019
Jun 7, 2019	5/13/2019	5/17/2019
Jun 21, 2019	5/24/2019	6/3/2019
Jul 5, 2019	6/10/2019	6/14/2019
Jul 19, 2019	6/24/2019	7/1/2019
Aug 2, 2019	7/8/2019	7/12/2019
Aug 16, 2019	7/22/2019	7/26/2019
Aug 30, 2019	8/5/2019	8/9/2019
Sep 13, 2019	8/19/2019	8/23/2019
Sep 27, 2019	8/30/2019	9/6/2019
Oct 11, 2019	9/16/2019	9/20/2019
Oct 25, 2019	9/30/2019	10/4/2019
Nov 8, 2019	10/14/2019	10/18/2019
Nov 22, 2019	10/28/2019	11/1/2019
Dec 6, 2019	11/11/2019	11/15/2019
Dec 20, 2019	11/22/2019	12/2/2019
Jan 3, 2020	12/9/2019	12/13/2019

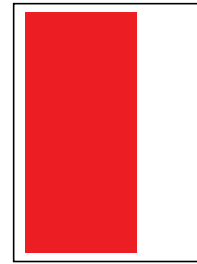
ADVERTISING RATES

	1x	6x	13x	26x
Full Page (7" x 10")	\$1,025	\$965	\$899	\$785
2/3 Vertical (4.625" x 10")	\$815	\$738	\$675	\$585
1/2 Horizontal (7" x 4.75")	\$640	\$565	\$510	\$460
1/2 Vertical (3.4375" x 10")	\$640	\$565	\$510	\$460
1/2 Island (4.625" x 7")	\$640	\$565	\$510	\$460
1/3 Vertical (2.25" x 10")	\$490	\$440	\$400	\$350
1/3 Square (4.625" x 4.75")	\$490	\$440	\$400	\$350
1/4 Square (4.625" x 3.25")	\$355	\$325	\$295	\$250
1/4 Horizontal (7" x 2.25")	\$355	\$325	\$295	\$250
1/4 Vertical (3.4375" x 4.75")	\$355	\$325	\$295	\$250
1/6 Vertical (2.25" x 4.75")	\$295	\$265	\$245	\$210
1/6 Horizontal (4.625" x 2.25")	\$295	\$265	\$245	\$210
1/12 Square (2.25" x 2.25")	\$180	\$160	\$147	\$130
Collector to Collector (3.25" x 2.875")	\$80			

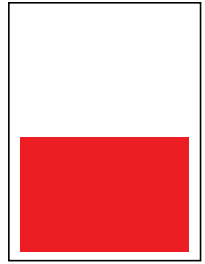
PRINT AD SIZES:



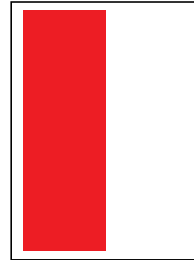
Full Page
7" x 10"



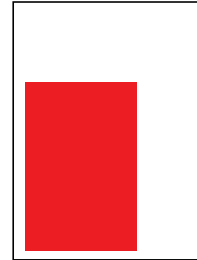
2/3 Vertical
4.625" x 10"



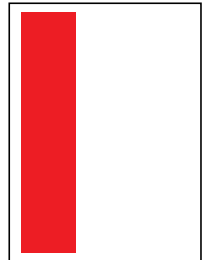
1/2 Horizontal
7" x 4.75"



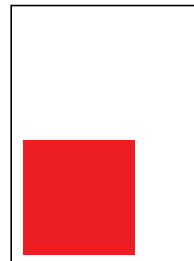
1/2 Vertical
3.4375" x 10"



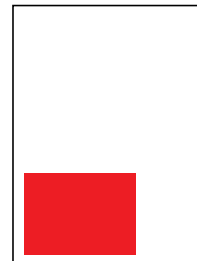
1/2 Island
4.625" x 7"



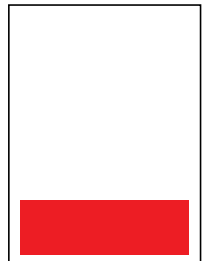
1/3 Vertical
2.25" x 10"



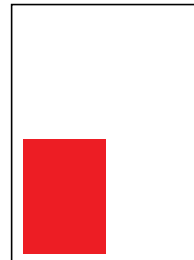
1/3 Square
4.625" x 4.75"



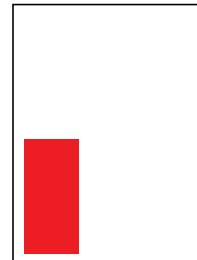
1/4 Square
4.625" x 3.25"



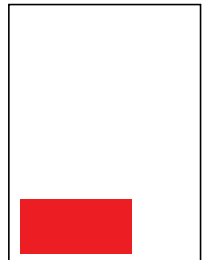
1/4 Horizontal
7" x 2.25"



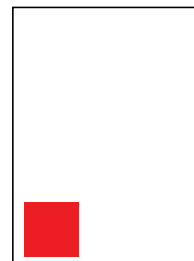
1/4 Vertical
3.4375" x 4.75"



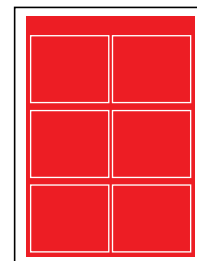
1/6 Vertical
2.25" x 4.75"



1/6 Horizontal
4.625" x 2.25"



1/12 Square
2.25" x 2.25"



Collector to Collector
3.25" x 2.875"



MECHANICAL INFORMATION:

- Publication trim size: 8" x 10.75"
- Live area (full page size): 7.5" x 10.25"
- Bleed size: 8.5" x 11.25"

Electronic Advertising/Internet

Get the online traffic you're looking for!

Sports Collectors Digest 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 sports memorabilia 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:

Let us create a unique advertising package specifically for you.



WEB ADVERTISING:

The Sports Collectors Digest website is www.sportscollectorsdigest.com

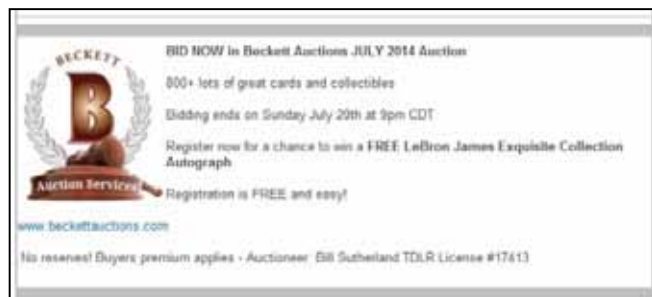
Attract visitors from around the country and the World. Known as valuable resources throughout the Sports Community is the perfect way to reach an audience of active collectors.

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

<u>Ad Type</u>	<u>Ad Size (pixels)</u>
Box	300 x 250
Leader board	728 x 90
Banner	468 x 60
Button	125 x 125

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. Available in every weekly newsletter.



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.

E-NEWSLETTERS:

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

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



AD SUBMISSION SPECIFICATIONS:

MECHANICALS (FULL PAGE):

1. Trim Size: 8" wide x 10.75" tall
2. Live Area: 7" wide x 10" tall
3. Bleed Size: 8.5" wide x 11.25" tall
4. Resolution: Photos: 300 dpi
 - Line Art: 800 dpi
5. Line Screen: B&W – 85
 - Full Color – 133

COMPLETE ADS:

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

ACCEPTABLE FORMATS:

- Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

NOTE:

- All Black text should be one-color.
- Online material can go to onlineads@fwmedia.com

PROOFS:

- Critical color advertising should be accompanied with a SWOP certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser supplied SWOP Certified Proof.

ARTWORK:

- Minimum resolution requirements; 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

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, ect.
- 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).

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.755wRrkX.dpuf>

CONTACTS



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kevin.smith@fwmedia.com

Contact Advertising Sales Representative:

