



The Trusted Source for the Price of Collectibles

2015 Rate Card

CDN Publishing: the best value for your marketing dollars

CDN Publishing offers coin dealers and related companies an unmatched opportunity to reach your target audience of other coin professionals and serious investors.

CDN has built a loyal following of readers for over 50 years. CDN readers know the our newsletters and dealer directory offer unbiased, professional information in a no-nonsense format.

If you are seeking to target this audience, your marketing dollars are well spent with CDN. Please contact us today at ads@greysheet.com, or call 757-330-0785, for your ad reservation. Space is severely limited.

Publications:

- ◆ Coin Dealer Newsletter "Greysheet" (weekly)
- ◆ Monthly Supplement (monthly)
- ◆ Certified Coin Dealer Newsletter "Bluesheet" (weekly)
- ◆ Quarterly publications I, II, III (monthly)
- ◆ Currency Dealer Newsletter "Greensheet" (monthly)
- ◆ National Dealer Directory "NDD" (annual)*

Opportunities:

- ◆ Full page advertisements
- ◆ Half page advertisements
- ◆ Quarter page advertisements
- ◆ Fractional page ads
- ◆ Mailing inserts
- ◆ Dedicated print mailing
- ◆ Dedicated email blasts
- ◆ National Dealer Directory listings & ads*

effective: December 11, 2015

Rates & Discounts

| | Coin Dealer Newsletter "Greysheet" (weekly) | Monthly Supplement (monthly) | Certified Coin Dealer Newsletter "Bluesheet" (weekly) | Quarterly I, II & III (monthly) Each | Currency Dealer Newsletter "Greensheet" (monthly) | National Dealer Directory "NDD" (annual) |
|-----------------------------|---|------------------------------|---|--------------------------------------|---|--|
| Approx. Distribution | 8,000+ | 8,000+ | 1,000+ | 8,000+ | 1,650+ | 8,000+ |
| Full Page | \$ 1,000 | \$ 1,000 | \$ 500 | \$1,000 | \$ 800 | \$ 800 |
| Half Page | \$ 500 | \$ 500 | \$ 300 | \$ 500 | \$ 500 | \$ 500 |
| 10" | \$ 350 | N/A | N/A | N/A | \$ 350 | \$ 300 (1/4 pg) |
| 8" | \$ 300 | N/A | N/A | N/A | \$ 300 | \$ 180 (1/8 pg) |
| 6" | \$ 225 | N/A | N/A | N/A | \$ 225 | N/A |
| 4" | \$ 150 | N/A | N/A | N/A | \$ 150 | N/A |
| 3" | \$115 | N/A | N/A | N/A | \$115 | N/A |
| 2" | \$ 75 | N/A | N/A | N/A | \$ 75 | N/A |
| 1" | \$ 50 | N/A | N/A | N/A | \$ 50 | N/A |

- Circulation figures vary from month to month and, in some cases, issue to issue. The largest circulation for the Greysheets occurs on the second week of every month when subscribers receive the Greysheet, Monthly Supplement & rotational Quarterly issue in a single envelope.
- Prices listed for single-issue contracts. No discounts will be given on 1-4" ads. On larger ads, we will negotiate discounts depending on volume.
- Send an E-Mail blast to our 40,000+ email subscribers. Prices start at a very reasonable \$500. Call to discuss.
- Printed mail inserts are an available option. Send your full color card or flier with any of our printed publications for a reasonable fee. Call to discuss.
- All advertising is subject to availability. Space is limited in CDN publications, so please confirm get in before the waiting list.

Ad Submission & Contact

- Camera-ready artwork (PDF, 150 dpi) is required for 8" ads and larger. Send artwork to: ads@greysheet.com
- CDN Publishing, LLC will do everything possible to minimize errors in ad production. In cases where we provide layout services, CDN is not responsible for typographical errors. A proof will be sent where possible.

Billie Blattel
billie@greysheet.com
757-330-0785

John Feigenbaum
john@greysheet.com
757-962-7468

1 inch
1.854 X 0.926

2 inch Horizontal
3.8 X 0.926

2 inch
1.854 X 1.926

3 inch
1.854 X 2.917

6 inch
3.8 X 2.923

4 inch
3.8 X 1.91

8 inch
3.792 X 3.903

10 inch
3.792 X 4.903

Half Page
7.67 X 4.9