

# 2021 Rate Card for Advertising

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- ◆ 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 our newsletters and dealer directory offers unbiased, professional information in a no-nonsense format.
- ◆ If you are seeking to target this audience, your marketing dollars are well spent with CDN. Space is severely limited so please contact us today at ads@greysheet.com, or call Billie 757-330-0785, for your ad reservation.


## CDN'S PUBLICATIONS

**All in one Monthly Greysheet** – CDN's Wholesale Price Guide for dealers mailed out once a month. Includes Weekly Greysheet, Monthly Supplement all the Quarterlies, Bluesheet and Goldsheet prices. Mailed out to over 6,500 subscribers.

**Monthly Greensheet** – Wholesale Currency published monthly. Mailed out to over 2,500 subscribers.

**CPG® Market Review Guide** – Retail prices published quarterly. Mailed out to over 28K subscribers.

**CAC Market Review Guide** – Retail prices for CAC Coins published quarterly. Mailed out to over 6K subscribers.

<b>RATES &amp; DIMENSIONS</b>	<b>Price</b>	<b>Dimensions</b>	<b>GREENSHEET RATES</b>	<b>Price</b>	<b>Dimensions</b>
Business Card Size	\$250	3x2.375	Business Card Size	\$150	3.79x2
Side Banner Horizontal	\$550	8.25x2.375	Quarter Page	\$300	3.79x3.88
Quarter Page	\$550	4.12x5	Half Page	\$600	7.75x5
Side Banner Vertical	\$650	2.375x8.25	Full Page	\$1,200	7.75x10.5
Half page horizontal	\$850	8.25x5			8.75x11.25 (full bleed)
Full Page	\$1,500	8.25x10.375 9.25x11.125 (full bleed)			
Back Cover	\$2,500	8.25x10.375 9.25x11.125 (full bleed)			
Inside Cover	\$2,500	8.25x10.375 9.25x11.125 (full bleed)			
First 10 Pages	\$2,000	8.25x10.375 9.25x11.125 (full bleed)			
Center 2 Page	\$5,000	*call			

\*CDN can create your ad. The price is a one-time development/set up fee of \$50 and \$100 per hour.

## CALL TO DISCUSS OTHER OPPORTUNITIES:

- ◆ Bind in Cards
- ◆ Dedicated print mailing to our subscribers
- ◆ Dedicated email blasts (Emailed to over 28K subscribers. \$750 per e-blast)
- ◆ 4 or 8 page flyer inserted with Greysheet monthly mailing
- ◆ Blow in cards
- ◆ Posters

## AD SUBMISSION

- ◆ Camera-ready artwork (PDF or JPEG, 300 dpi) is required for 8" ads and larger.
- ◆ Send artwork to: billie@greysheet.com & sam@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.