

## AD RATES

### COVERAGE:

- Wholesale pricing of U.S. Coinage (Classic & Modern)
- Chinese Modern Coinage

### AUDIENCE:

- Dealers, shop owners
- Investors
- Advanced collectors

### PUBLISHED:

- Monthly



| MAGAZINE (PRINT & DIGITAL EDITIONS)               | AD RATE (PER INSERTION*) |
|---|--------------------------|
| Business Card                                     | \$300                    |
| Side Banner–Horizontal                            | \$650                    |
| Quarter Page                                      | \$650                    |
| Half Page–Horizontal                              | \$900                    |
| Full Page   | \$1,650                  |
| Back Cover  | \$3,000                  |
| Inside Cover                                      | \$2,500                  |
| First 10 Pages                                    | \$2,000                  |
| Center 2-Page Spread                              | \$5,000                  |
| RELATED OPPORTUNITIES                             | AD RATE (PER INSERTION*) |
| 2-Page Flyer Insert (included in printed mailers) | \$4,000                  |
| 4-Page Flyer Insert (included in printed mailers) | \$5,500                  |
| E-mail blast to 115,000+ subscribers              | \$1,000                  |
| Dedicated mailing to subscriber list              | Call                     |

### CONTACT:

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# GREENSHEET

Updated: May 2023

## AD RATES

### COVERAGE:

- Wholesale pricing of U.S. Paper Money

### AUDIENCE:

- Dealers, shop owners
- Investors
- Advanced collectors

### PUBLISHED:

- Monthly



| MAGAZINE (PRINT & DIGITAL EDITIONS)  | AD RATE (PER INSERTION*) |
|--------------------------------------|--------------------------|
| Business Card                        | \$200                    |
| Cover Banner (bottom)                | \$600                    |
| Quarter Page                         | \$400                    |
| Half Page–Horizontal                 | \$850                    |
| Full Page                            | \$1,300                  |
| RELATED OPPORTUNITIES                | AD RATE (PER INSERTION*) |
| E-mail blast to 115,000+ subscribers | \$1,000                  |
| Dedicated mailing to subscriber list | Call                     |

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# THE CPG COIN & CURRENCY MARKET REVIEW

Updated: May 2023

## AD RATES

### COVERAGE:

- Retail pricing of U.S. Coinage & Paper Money

### AUDIENCE:

- Collectors
- Investors

### PUBLISHED:

- Quarterly



| MAGAZINE (PRINT & DIGITAL EDITIONS)               | AD RATE (PER INSERTION*) |
|---|--------------------------|
| Business Card                                     | \$300                    |
| Side Banner–Horizontal                            | \$650                    |
| Quarter Page                                      | \$650                    |
| Half Page–Horizontal                              | \$900                    |
| Full Page   | \$1,650                  |
| Back Cover  | \$3,000                  |
| Inside Cover                                      | \$2,500                  |
| First 10 Pages                                    | \$2,000                  |
| Center 2-Page Spread                              | \$5,000                  |
| RELATED OPPORTUNITIES                             | AD RATE (PER INSERTION*) |
| 2-Page Flyer Insert (included in printed mailers) | \$4,000                  |
| 4-Page Flyer Insert (included in printed mailers) | \$5,500                  |
| E-mail blast to 115,000+ subscribers              | \$1,000                  |
| Dedicated mailing to subscriber list              | Call                     |

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# CAC RARE COIN MARKET REVIEW

Updated: May 2023

## AD RATES

### COVERAGE:

- Retail pricing of CAC-approved U.S. Coinage

### AUDIENCE:

- Advanced collectors
- Investors
- Dealers

### PUBLISHED:

- Quarterly



| MAGAZINE (PRINT & DIGITAL EDITIONS)  | AD RATE (PER INSERTION*) |
|--------------------------------------|--------------------------|
| Business Card                        | \$300                    |
| Side Banner – Horizontal             | \$650                    |
| Quarter Page                         | \$650                    |
| Half Page – Horizontal               | \$900                    |
| Full Page                            | \$1,650                  |
| Back Cover                           | \$3,000                  |
| Inside Cover                         | \$2,500                  |
| First 10 Pages                       | \$2,000                  |
| Center 2-Page Spread                 | \$5,000                  |
| RELATED OPPORTUNITIES                | AD RATE (PER INSERTION*) |
| E-mail blast to 115,000+ subscribers | \$1,000                  |
| Dedicated mailing to subscriber list | Call                     |

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A CDN GREENSHEET SUPPLEMENT OF DEALER PRICING

# U.S. COLONIAL CURRENCY

Updated: May 2023

## AD RATES

### COVERAGE:

- Wholesale pricing of U.S. Currency for the trade

### AUDIENCE:

- Dealers, shop owners
- Investors
- Advanced collectors

### PUBLISHED:

- Biannual



| MAGAZINE (PRINT & DIGITAL EDITIONS)  | AD RATE (PER INSERTION*) |
|--------------------------------------|--------------------------|
| Business Card                        | \$200                    |
| Cover Banner (bottom)                | \$600                    |
| Quarter Page                         | \$400                    |
| Half Page–Horizontal                 | \$850                    |
| Full Page                            | \$1,300                  |
| RELATED OPPORTUNITIES                | AD RATE (PER INSERTION*) |
| E-mail blast to 115,000+ subscribers | \$1,000                  |
| Dedicated mailing to subscriber list | Call                     |

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# THE BANKNOTE BOOK™

Updated: May 2023

## AD RATES

### COVERAGE:

- Unique catalog & retail pricing of World Banknotes
- Over 310 individual chapters (countries)
- Digital only
- Advertising included in all digital views by users

### AUDIENCE:

- Advanced collectors
- Investors
- Dealers & auction houses
- International monetary authorities (issuers)

### PUBLISHED:

- Daily

### NOTES:

*The Banknote Book is a unique opportunity to target the audience of world banknote client. Advertisers can update ads regularly to promote fresh marketing opportunities.*



| MAGAZINE (PRINT & DIGITAL EDITIONS)  | AD RATE (PER MONTH) |
|--------------------------------------|---------------------|
| Full Page                            | \$1,500             |
| RELATED OPPORTUNITIES                | AD RATE (PER MONTH) |
| E-mail blast to 115,000+ subscribers | \$1,000             |

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Updated: May 2023

# DIGITAL MEDIA RATES

## COVERAGE:

- **OVER 440,000 monthly visits to website**
- **75,000+ app installs**
- **190,000 products (SKUs)**
- **1+ million prices**
- **7.3+ million images**

## AUDIENCE:

- **Collectors**
- **Investors**
- **Dealers**
- **Auction houses**
- **International monetary authorities**

## SPONSORSHIP OPPORTUNITIES:

- **Homepage banners**
- **Website & app sponsor tiles**
- **Banknote Book chapter page advertisements**
- **E-mail blast to 115,000+ subscribers**

| WEBSITE & APP SPONSORSHIPS                                | MONTHLY RATE |
|---|--------------|
| Run-of-site and app sponsorship tiles                     | \$1,000      |
| Homepage marketing banner for new visitors                | \$500        |
| E-MAIL MARKETING  | MONTHLY RATE |
| E-mail blast to 70,000+ subscribers                       | \$750        |
| Sponsorship banner of weekly Events Calendar (Wednesdays) | \$500        |
| Sponsorship banner of weekly News Stories (Saturdays)     | \$500        |



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