



Updated: January 2024

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	\$350
Side Banner–Horizontal	\$700
Quarter Page	\$700
Half Page–Horizontal	\$1,100
Full Page	\$2,000
Back Cover	\$3,500
Inside Cover	\$3,000
First 10 Pages	\$2,500
Center 2-Page Spread	\$6,000
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	\$1,500
Dedicated mailing to subscriber list	Call

CONTACT:

Billie Blattel
Advertising Manager

p: +1-757-330-0785 e: billie@greysheet.com

THE CPG COIN & CURRENCY MARKET REVIEW

Updated: January 2024

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	\$350
Side Banner–Horizontal	\$700
Quarter Page	\$700
Half Page–Horizontal	\$1,100
Full Page	\$2,000
Back Cover	\$3,500
Inside Cover	\$3,000
First 10 Pages	\$2,500
Center 2-Page Spread	\$6,000
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	\$1,500
Dedicated mailing to subscriber list	Call

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CAC RARE COIN MARKET REVIEW

Updated: January 2024

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	\$350
Side Banner – Horizontal	\$700
Quarter Page	\$700
Half Page – Horizontal	\$1,100
Full Page	\$2,000
Back Cover	\$3,500
Inside Cover	\$3,000
First 10 Pages	\$2,500
Center 2-Page Spread	\$6,000
RELATED OPPORTUNITIES	AD RATE (PER INSERTION*)
E-mail blast to 115,000+ subscribers	\$1,500
Dedicated mailing to subscriber list	Call

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A CDN GREENSHEET SUPPLEMENT OF DEALER PRICING

U.S. COLONIAL CURRENCY

Updated: January 2024

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	\$300
Cover Banner (bottom)	\$700
Quarter Page	\$550
Half Page–Horizontal	\$900
Full Page	\$1,500
RELATED OPPORTUNITIES	AD RATE (PER INSERTION*)
E-mail blast to 115,000+ subscribers	\$1,500
Dedicated mailing to subscriber list	Call

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THE BANKNOTE BOOK™

Updated: January 2024

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	\$1,500

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Advertising Manager

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Updated: January 2024

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	\$300
Cover Banner (bottom)	\$700
Quarter Page	\$550
Half Page–Horizontal	\$900
Full Page	\$1,500
RELATED OPPORTUNITIES	AD RATE (PER INSERTION*)
E-mail blast to 115,000+ subscribers	\$1,500
Dedicated mailing to subscriber list	Call

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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	\$1,500
Sponsorship banner of weekly Events Calendar (Wednesdays)	\$500
Sponsorship banner of weekly News Stories (Saturdays)	\$500



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