



ANTIQUES

And The Arts Weekly

Published and Mailed Every Tuesday

DISPLAY ADVERTISING

DISPLAY DEADLINE: FRIDAY 10 A.M.

FULL PAGE.....	9.75" w x 13.75"	\$1,365.00
3/4 Page.....	9.75" w x 10.25"	\$1040.00
1/2 pg Vertical.....	5.75" w x 11.5"	\$700.00
1/2 pg Horizontal.....	9.75" w x 6.75"	\$700.00
1/3 pg Vertical.....	5.75" w x 7.5"	\$445.00
1/3 pg Horizontal.....	9.75" w x 4.5"	\$445.00

1/4 pg Vertical.....	3.75" w x 8.5"	\$360.00
1/4 pg Horizontal.....	9.75" w x 3.25"	\$360.00
1/4 pg Square.....	5.75" w x 5.75"	\$360.00
1/6 pg Vertical.....	3.75" w x 5.5"	\$240.00
1/6 pg Horizontal.....	5.75" w x 3.75"	\$240.00
1/8 pg Vertical.....	3.75" w x 4.25"	\$190.00
1/8 pg Horizontal.....	9.75" w x 1.75"	\$190.00

Column Widths: 1 = 1.75" 2 = 3.75" 3 = 5.75" 4 = 7.75" 5 = 9.75"

Display Ads Up to 6 Col Inches: \$18 per column inch

AUCTION ADVERTISING

EARLY DEADLINE: THURSDAY 10 A.M.

REGULAR DEADLINE: MONDAY 10 A.M.

Early Auction Rate

Full page.....	9.75" w x 13.75"	\$1050.00
3/4 page.....	9.75" w x 10.25"	\$790.00
2/3 V.....	6.5" w x 13.75"	\$695.00
2/3 H.....	9.75" w x 9"	\$660.00
1/2 V.....	6.5" w x 10.25"	\$525.00
1/2 H.....	9.75" w x 6.75"	\$525.00
1/3 V.....	3.125" w x 13.75"	\$360.00
1/3 H.....	9.75" w x 4.5"	\$360.00
1/3 Sq.....	6.5" w x 6.75"	\$360.00
1/4 V.....	3.125" w x 10.25"	\$270.00
1/4 H.....	9.75" w x 3.25"	\$270.00
1/4 Sq.....	6.5" w x 5"	\$270.00
1/6 page.....	3.125" w x 6.75"	\$180.00
1/8 page.....	3.125" w x 5"	\$135.00

Regular Auction Rate

Full page.....	9.75" w x 13.75"	\$1,200.00
3/4 page.....	9.75" w x 10.25"	\$900.00
2/3 V.....	6.5" w x 13.75"	\$800.00
2/3 H.....	9.75" w x 9"	\$750.00
1/2 V.....	6.5" w x 10.25"	\$600.00
1/2 H.....	9.75" w x 6.75"	\$600.00
1/3 V.....	3.125" w x 13.75"	\$400.00
1/3 H.....	9.75" w x 4.5"	\$400.00
1/3 Sq.....	6.5" w x 6.75"	\$400.00
1/4 V.....	3.125" w x 10.25"	\$305.00
1/4 H.....	9.75" w x 3.25"	\$305.00
1/4 Sq.....	6.5" w x 5"	\$305.00
1/6 page.....	3.125" w x 6.75"	\$205.00
1/8 page.....	3.125" w x 5"	\$155.00

Column Widths: 1 = 3.125" 2 = 6.50" 3 = 9.75"

Auction Ad Up to 4 Col Inches: Early Ad - \$21.70 per col inch Regular Ad - \$24.70 per col inch

NOTE: Advanced Deadlines for Holiday Weeks Will Be Announced in the Paper

EDITORIAL DEADLINE: FRIDAY 10 A.M.

Advertising: ads@thebee.com • Editorial: antiques@thebee.com • Phone: 203-426-8036 • Fax 203-426-1394

SUBSCRIPTION INFORMATION

1 Year \$96 2 Years \$170 5 Years \$425

203-426-3141 • subscriptions@thebee.com • www.antiquesandthearts.com/subscribe

The Bee Publishing Co., 5 Church Hill Rd, Newtown, CT 06470

EFFECTIVE FEBRUARY, 2023



ANTIQUES

And The Arts Weekly

PREMIUM PAGE PRICING

PREMIUM PAGES (9.75" x 13.75")
\$1,425

- **Inside** Front & Back Cover
- **Page 3**
- **Facing Q&A**
- **First Page of Auction Section**
- **First 2 Page Spread of Auction Section**
- **Back Cover**\$1,550

- Qualifies you for Bundle Pricing on ALL web ads at www.antiquesandthearts.com
- Add a digital ad for an additional \$140 /week
- All bundled web ads will run for 7 days (Monday through Sunday)
- Advertised Events will get a FREE Event listing on our website
- **PREMIUM POSITION AD DEADLINE: THURSDAY 10 A.M., ONE WEEK EARLIER THAN REGULAR AD**

MECHANICAL REQUIREMENTS

OFFSET/Coldset

All camera-ready ads should be submitted in a PDF format with the following requirements:

1. It is recommended to use the Adobe PDF preset: PDF/X-1a:2001 when creating your PDF file.
2. All fonts must be embedded.
3. Photos and artwork should be at least 300 dpi. We cannot be responsible for the quality of any photos or artwork with less than 150 dpi.
4. All color must be set up in CMYK.
5. **All black text must be black ink only**, not Rich Black or Registration. The black color swatch should read as 0% Cyan, 0% Magenta, 0% Yellow, 100% Black.
6. All color photos should be converted to CMYK with a total ink limit of 280%.
7. All black and white photos should be converted to grayscale with a 30% dot gain.
8. Documents should be set up to the correct final size.
9. We do not have bleed on advertising.
10. Transparencies should be flattened.

GENERAL TERMS

All Advertising Accepted Subject to Revision & Approval

*All rates net payment with ad unless credit established.
MasterCard, Visa, and Discover available.*

All "Going Out Of Business" advertisements pre-paid.

New Accounts: Credit references are required of all new accounts. 30 day terms will only be extended after credit has been checked and approved.

Credit Policy: Due upon receipt. A charge of 1½ % may be added to invoices not paid within 30 days. All payment must be made in U.S. dollars.

Cancellations: Notification of cancellation must be received prior to deadline in writing.

Publisher's Copy Protective Clause: Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. The publisher is not responsible for errors in pub set ads and/or corrections.

We will not be responsible for reproduction quality if advertising materials fail to conform to publisher's specifications and/or deadlines. If materials are incorrectly sized, publisher reserves the right to alter them to fit publication's format. Artwork produced by The Bee Publishing Company is non-commissionable. Except for those parts supplied by the advertiser, no ad or any part of an ad as it appears in these publications may be reproduced in any other advertising medium without the express permission of the publisher. A minimum of \$50.00 may be charged for the release of artwork, camera work or typesetting produced by The Bee Publishing Company. Publisher cannot be responsible for the accuracy of any advertising copy transmitted verbally.

Please note: For color print ads, the color in the final printed version may vary slightly because of different printing conditions. We cannot guarantee an exact color match. Ad photos viewed on a computer monitor will not look the same as they will appear when printed.

Advertiser's Liability: Publisher holds both advertiser and advertising agency jointly liable for payment.

Advertisers will be presumed to have read this rate card and agree to its conditions without further notice.

**Published by The Bee Publishing Company
5 Church Hill Road, Newtown, CT. 06470**

January 2023		Christmas Observed • Mon., Dec 26 New Year Observed • Mon., Jan 2			
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Jan 6	Dec 15	Dec 22	Holiday Deadline Thurs., Dec. 22	Holiday Deadline Fri., Dec. 23	Dec 27
Jan 13	Dec 22	Dec 29	Holiday Deadline Thurs., Dec. 29	Holiday Deadline Fri., Dec. 30	Jan 3
Jan 20	Dec 29	Jan 5	Jan 6	Jan 9	Jan 10
Jan 27	Jan 5	Jan 12	Jan 13	Jan 16	Jan 17

July 2023		*Tuesday, July 4th			
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
July 7	June 15	June 22	June 23	June 26	June 27
July 14	June 22	June 29	June 30	Holiday Deadline Fri., June 30	July 3
July 21	June 29	July 6	July 7	July 10	July 11
July 28	July 6	July 13	July 14	July 17	July 18

February 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Feb 3	Jan 12	Jan 19	Jan 20	Jan 23	Jan 24
Feb 10	Jan 19	Jan 26	Jan 27	Jan 30	Jan 31
Feb 17	Jan 26	Feb 2	Feb 3	Feb 6	Feb 7
Feb 24	Feb 2	Feb 9	Feb 10	Feb 13	Feb 14

August 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Aug 4	July 13	July 20	July 21	July 24	July 25
Aug 11	July 20	July 27	July 28	July 31	Aug 1
Aug 18	July 27	Aug 3	Aug 4	Aug 7	Aug 8
Aug 25	Aug 3	Aug 10	Aug 11	Aug 14	Aug 15

March 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
March 3	Feb 9	Feb 16	Feb 17	Feb 20	Feb 21
March 10	Feb 16	Feb 23	Feb 24	Feb 27	Feb 28
March 17	Feb 23	Mar 2	Mar 3	Mar 6	Mar 7
March 24	Mar 2	Mar 9	Mar 10	Mar 13	Mar 14
March 31	Mar 9	Mar 16	Mar 17	Mar 20	Mar 21

September 2023		Labor Day • Sept 5			
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Sept 1	Aug 10	Aug 17	Aug 18	Aug 21	Aug 22
Sept 8	Aug 17	Aug 24	Aug 25	Aug 28	Aug 29
Sept 15	Aug 24	Aug 31	Sept 1	Holiday Deadline Fri., Sept. 1	Sept 5
Sept 22	Aug 31	Sept 7	Sept 8	Sept 11	Sept 12
Sept 29	Sept 7	Sept 14	Sept 15	Sept 18	Sept 19

April 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
April 7	Mar 16	Mar 23	Mar 24	Mar 27	Mar 28
April 14	Mar 23	Mar 30	Mar 31	Apr 3	Apr 4
April 21	Mar 30	Apr 6	Apr 7	Apr 10	Apr 11
April 28	April 6	Apr 13	Apr 14	Apr 17	Apr 18

October 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Oct 6	Sept 14	Sept 21	Sept 22	Sept 25	Sept 26
Oct 13	Sept 21	Sept 28	Sept 29	Oct 2	Oct 3
Oct 20	Sept 28	Oct 5	Oct 6	Oct 9	Oct 10
Oct 27	Oct 5	Oct 12	Oct 13	Oct 16	Oct 17

May 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
May 5	Apr 13	Apr 20	Apr 21	Apr 24	Apr 25
May 12	Apr 20	Apr 27	Apr 28	May 1	May 2
May 19	Apr 27	May 4	May 5	May 8	May 9
May 26	May 4	May 11	May 12	May 15	May 16

November 2023					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Nov 3	Oct 12	Oct 19	Oct 20	Oct 23	Oct 24
Nov 10	Oct 19	Oct 26	Oct 27	Oct 30	Oct 31
Nov 17	Oct 26	Nov 2	Nov 3	Nov 6	Nov 7
Nov 24	Nov 2	Nov 9	Nov 10	Nov 13	Nov 14

June 2023		*Memorial Day • May 29			
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
June 2	May 11	May 18	May 19	May 22	May 23
June 9	May 18	May 25	May 26	Holiday Deadline Fri., May 26	May 30
June 16	May 25	June 1	June 2	June 5	June 6
June 23	June 1	June 8	June 9	June 12	June 13
June 30	June 8	June 15	June 16	June 19	June 20

December 2023		*Thanksgiving • Nov 23 The Bee Office will be closed Fri., Nov. 24			
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Dec 1	Nov 9	Nov 16	Nov 17	Nov 20	Nov 21
Dec 8	Nov 16	Holiday Deadline Wed., Nov 22	Holiday Deadline Wed., Nov 22	Nov 27	Nov 28
Dec 15	Holiday Deadline Wed., Nov 22	Nov 30	Dec 1	Dec 4	Dec 5
Dec 22	Nov 30	Dec 7	Dec 8	Dec 11	Dec 12
Dec 29	Dec 7	Dec 14	Dec 15	Dec 18	Dec 19