



# 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"	\$1070.00
1/2 pg Vertical.....	5.75" w x 11.5"	\$725.00
1/2 pg Horizontal.....	9.75" w x 6.75"	\$725.00
1/3 pg Vertical.....	5.75" w x 7.5"	\$470.00
1/3 pg Horizontal.....	9.75" w x 4.5"	\$470.00

1/4 pg Vertical.....	3.75" w x 8.5"	\$385.00
1/4 pg Horizontal.....	9.75" w x 3.25"	\$385.00
1/4 pg Square.....	5.75" w x 5.75"	\$385.00
1/6 pg Vertical.....	3.75" w x 5.5"	\$260.00
1/6 pg Horizontal.....	5.75" w x 3.75"	\$260.00
1/8 pg Vertical.....	3.75" w x 4.25"	\$200.00
1/8 pg Horizontal.....	9.75" w x 1.75"	\$200.00

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

**Display Ads Up to 6 Col Inches: \$19 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"	\$1100.00
3/4 page.....	9.75" w x 10.25"	\$825.00
2/3 V.....	6.5" w x 13.75"	\$730.00
2/3 H.....	9.75" w x 9"	\$700.00
1/2 V.....	6.5" w x 10.25"	\$550.00
1/2 H.....	9.75" w x 6.75"	\$550.00
1/3 V.....	3.125" w x 13.75"	\$390.00
1/3 H.....	9.75" w x 4.5"	\$390.00
1/3 Sq.....	6.5" w x 6.75"	\$390.00
1/4 V.....	3.125" w x 10.25"	\$300.00
1/4 H.....	9.75" w x 3.25"	\$300.00
1/4 Sq.....	6.5" w x 5"	\$300.00
1/6 page.....	3.125" w x 6.75"	\$200.00
1/8 page.....	3.125" w x 5"	\$160.00

Regular Auction Rate		
Full page.....	9.75" w x 13.75"	\$1250.00
3/4 page.....	9.75" w x 10.25"	\$940.00
2/3 V.....	6.5" w x 13.75"	\$850.00
2/3 H.....	9.75" w x 9"	\$800.00
1/2 V.....	6.5" w x 10.25"	\$640.00
1/2 H.....	9.75" w x 6.75"	\$640.00
1/3 V.....	3.125" w x 13.75"	\$425.00
1/3 H.....	9.75" w x 4.5"	\$425.00
1/3 Sq.....	6.5" w x 6.75"	\$425.00
1/4 V.....	3.125" w x 10.25"	\$325.00
1/4 H.....	9.75" w x 3.25"	\$325.00
1/4 Sq.....	6.5" w x 5"	\$325.00
1/6 page.....	3.125" w x 6.75"	\$225.00
1/8 page.....	3.125" w x 5"	\$175.00

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

**Auction Ad Up to 4 Col Inches: Early Ad - \$22.20 per col inch Regular Ad - \$25.20 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, 2024



# 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](http://www.antiquesandthearts.com)
- Add a digital ad for an additional \$150 /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

**EFFECTIVE FEBRUARY, 2024**

January 2024					
Christmas Observed • Mon., Dec 25 New Year Observed • Mon., Jan 1					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Jan 5	Dec 14	Dec 21	Holiday Deadline Thurs., Dec. 21	Holiday Deadline Fri., Dec. 22	Dec 26
Jan 12	Dec 21	Dec 28	Holiday Deadline Thurs., Dec. 28	Holiday Deadline Fri., Dec. 29	Jan 2
Jan 19	Dec 28	Jan 4	Jan 5	Jan 8	Jan 9
Jan 26	Jan 4	Jan 11	Jan 12	Jan 15	Jan 16

July 2024					
*Thursday, July 4th					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
July 5	June 13	June 20	June 21	June 24	June 25
July 12	June 20	June 27	June 28	July 1	July 2
July 19	June 27	Holiday Deadline Wed., July 3	July 5	July 8	July 9
July 26	July 4	July 11	July 12	July 15	July 16

February 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Feb 2	Jan 11	Jan 18	Jan 19	Jan 22	Jan 23
Feb 9	Jan 18	Jan 25	Jan 26	Jan 29	Jan 30
Feb 16	Jan 25	Feb 1	Feb 2	Feb 5	Feb 6
Feb 23	Feb 1	Feb 8	Feb 9	Feb 12	Feb 13

August 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Aug 2	July 11	July 18	July 19	July 22	July 23
Aug 9	July 18	July 25	July 26	July 29	July 30
Aug 16	July 25	Aug 1	Aug 2	Aug 5	Aug 6
Aug 23	Aug 1	Aug 8	Aug 9	Aug 12	Aug 13
Aug 30	Aug 8	Aug 15	Aug 16	Aug 19	Aug 20

March 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
March 1	Feb 8	Feb 15	Feb 16	Feb 19	Feb 20
March 8	Feb 15	Feb 22	Feb 23	Feb 26	Feb 27
March 15	Feb 22	Feb 29	Mar 1	Mar 4	Mar 5
March 22	Feb 29	Mar 7	Mar 8	Mar 11	Mar 12
March 29	Mar 7	Mar 14	Mar 15	Mar 18	Mar 19

September 2024					
Labor Day • Sept 2					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Sept 6	Aug 15	Aug 22	Aug 23	Aug 26	Aug 27
Sept 13	Aug 22	Aug 29	Aug 30	Holiday Deadline Fri., Aug. 30	Sept 3
Sept 20	Aug 29	Sept 5	Sept 6	Sept 9	Sept 10
Sept 27	Sept 5	Sept 12	Sept 13	Sept 16	Sept 17

April 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
April 5	Mar 14	Mar 21	Mar 22	Mar 25	Mar 26
April 12	Mar 21	Mar 28	Mar 29	Apr 1	Apr 2
April 19	Mar 28	Apr 4	Apr 5	Apr 8	Apr 9
April 26	April 4	Apr 11	Apr 12	Apr 15	Apr 16

October 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Oct 4	Sept 12	Sept 19	Sept 20	Sept 23	Sept 24
Oct 11	Sept 19	Sept 26	Sept 27	Sept 30	Oct 1
Oct 18	Sept 26	Oct 3	Oct 4	Oct 7	Oct 8
Oct 25	Oct 3	Oct 10	Oct 11	Oct 14	Oct 15

May 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
May 3	Apr 11	Apr 18	Apr 19	Apr 22	Apr 23
May 10	Apr 18	Apr 25	Apr 26	Apr 29	Apr 30
May 17	Apr 25	May 2	May 3	May 6	May 7
May 24	May 2	May 9	May 10	May 13	May 14
May 31	May 9	May 16	May 17	May 20	May 21

November 2024					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Nov 1	Oct 10	Oct 17	Oct 18	Oct 21	Oct 22
Nov 8	Oct 17	Oct 24	Oct 25	Oct 28	Oct 29
Nov 15	Oct 24	Oct 31	Nov 1	Nov 4	Nov 5
Nov 22	Oct 31	Nov 7	Nov 8	Nov 11	Nov 12
Nov 29	Nov 7	Nov 14	Nov 15	Nov 18	Nov 19

June 2024					
*Memorial Day • May 27					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
June 7	May 16	May 23	May 17	Holiday Deadline Fri., May 24	May 28
June 14	May 23	May 30	May 24	June 3	June 4
June 21	May 30	June 6	May 31	June 10	June 11
June 28	June 6	June 13	June 7	June 17	June 18

December 2024					
*Thanksgiving • Nov 28 The Bee Office will be closed Fri., Nov. 29					
Issue Date	Premium Ads Thursdays 10am	Early Auction Thursdays 10am	Display/Editorial Fridays 10am	Regular Auction Mondays 10am	Mail Date
Dec 6	Nov 14	Nov 21	Nov 22	Nov 25	Nov 26
Dec 13	Nov 21	Holiday Deadline Wed., Nov 27	Holiday Deadline Wed., Nov 27	Dec 2	Dec 3
Dec 20	Holiday Deadline Wed., Nov 27	Dec 5	Dec 6	Dec 9	Dec 10
Dec 27	Dec 5	Dec 12	Dec 13	Dec 16	Dec 17