



# 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"	\$1100.00
1/2 pg Vertical .....	5.75" w x 11.5"	\$745.00
1/2 pg Horizontal .....	9.75" w x 6.75"	\$745.00
1/3 pg Vertical.....	5.75" w x 7.5"	\$485.00
1/3 pg Horizontal .....	9.75" w x 4.5"	\$485.00

1/4 pg Vertical .....	3.75" w x 8.5"	\$399.00
1/4 pg Horizontal.....	9.75" w x 3.25"	\$399.00
1/4 pg Square .....	5.75" w x 5.75"	\$399.00
1/6 pg Vertical.....	3.75" w x 5.5"	\$275.00
1/6 pg Horizontal.....	5.75" w x 3.75"	\$275.00
1/8 pg Vertical.....	3.75" w x 4.25"	\$215.00
1/8 pg Horizontal.....	9.75" w x 1.75"	\$215.00

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

**Display Ads Up to 6 Col Inches: \$20 per column inch**

## AUCTION ADVERTISING

**EARLY DEADLINE: THURSDAY 10 A.M.**

**REGULAR DEADLINE: FRIDAY 5 P.M.**

### Early Auction Rate

Full page.....	9.75" w x 13.75"	\$1130.00
3/4 page .....	9.75" w x 10.25"	\$850.00
2/3 V.....	6.5" w x 13.75"	\$760.00
2/3 H .....	9.75" w x 9"	\$730.00
1/2 V.....	6.5" w x 10.25"	\$575.00
1/2 H .....	9.75" w x 6.75"	\$575.00
1/3 V.....	3.125" w x 13.75"	\$405.00
1/3 H .....	9.75" w x 4.5"	\$405.00
1/3 Sq .....	6.5" w x 6.75"	\$405.00
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"	\$220.00
1/8 page .....	3.125" w x 5"	\$175.00

### Regular Auction Rate

Full page.....	9.75" w x 13.75"	\$1285.00
3/4 page .....	9.75" w x 10.25"	\$975.00
2/3 V.....	6.5" w x 13.75"	\$880.00
2/3 H .....	9.75" w x 9"	\$830.00
1/2 V.....	6.5" w x 10.25"	\$665.00
1/2 H .....	9.75" w x 6.75"	\$665.00
1/3 V.....	3.125" w x 13.75"	\$440.00
1/3 H .....	9.75" w x 4.5"	\$440.00
1/3 Sq .....	6.5" w x 6.75"	\$440.00
1/4 V.....	3.125" w x 10.25"	\$345.00
1/4 H .....	9.75" w x 3.25"	\$345.00
1/4 Sq .....	6.5" w x 5"	\$345.00
1/6 page .....	3.125" w x 6.75"	\$240.00
1/8 page .....	3.125" w x 5"	\$190.00

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

**Auction Ad Up to 4 Col Inches: Early Ad - \$23.00 per col inch Regular Ad - \$26.00 per col inch**

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

**EDITORIAL DEADLINE: THURSDAY 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, 2025



# ANTIQUES

And The Arts Weekly

## PREMIUM PAGE PRICING

**PREMIUM PAGES** (9.75" x 13.75")  
\$1,445

- **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 \$185 /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, 2025**



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And The Arts Weekly

## ONLINE Advertising Rates

[www.antiquesandthearts.com](http://www.antiquesandthearts.com)

### BILLBOARD AD

(970w x 250h pixels)

**REGULAR RATE:** \$395/week

**BUNDLE RATE:** \$265/week if you have a ½ page or larger ad in paper.

**SPECIAL BUNDLE RATE** for full page advertisers: \$220/week

**Position:** Top of the popular *Calendar* page as well as *About*, *FAQ*, *Subscribe*, *Picker*, *Archive*, and *My A&A*

**Links to:** URL of your choice

Your ad rotates with up to three other advertisers

### UPCOMING EVENTS EMAIL BLAST

(600w x 165h pixels)

**RATE:** Top: \$170, Bottom: \$145 • One available per week.

**Position:** Ad goes in our Thursday editorial email featuring events taking place that weekend.

**Links to:** URL of your choice

### HEADLINE NEWS EMAIL BLAST

(708w x 166h pixels)

**RATE:** \$550/week

**Position:** Ad goes in our Wednesday editorial email featuring our top headlines of the week.

**Links to:** URL of your choice

### FILMSTRIP AD

(300w x 600h pixels)

**REGULAR RATE:**

\$210/week

**BUNDLE RATE:**

\$180/week

with a ¼ page or larger print ad the same week.

**Position:** Right hand side of the *Home Page*, adjacent to feature articles and appears on nearly all other pages.

**Links to:** URL of your choice

Your ad rotates with up to three other advertisers

All bundled web ads will run for 7 days  
(Monday through Sunday)

### EXCLUSIVE EMAIL BLAST

(650w x 1200h pixels)

**RATE:** \$595/day

**Links to:** URL of your choice

January 2025					
				Christmas Observed • Wed., Dec 25 New Year Observed • Wed., Jan 1	
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Jan 3	Dec 19	Dec 19	Holiday Deadline Thurs., Dec. 19	Holiday Deadline Fri., Dec. 20	Dec 24
Jan 10	Dec 26	Dec 26	Holiday Deadline Thurs., Dec. 26	Holiday Deadline Fri., Dec. 27	Dec 31
Jan 17	Jan 2	Jan 2	Jan 3	Jan 3	Jan 7
Jan 24	Jan 9	Jan 9	Jan 10	Jan 10	Jan 14
Jan 31	Jan 16	Jan 16	Jan 17	Jan 17	Jan 21

July 2025					
				*Fri., July 4th	
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
July 4	June 19	June 19	June 20	June 20	June 24
July 11	June 26	June 26	June 27	June 27	July 1
July 18	July 3	July 3	Holiday Deadline Thurs., July 3	Holiday Deadline Thurs., July 3	July 8
July 25	July 10	July 10	July 11	July 11	July 15

February 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Feb 7	Jan 23	Jan 23	Jan 24	Jan 24	Jan 28
Feb 14	Jan 30	Jan 30	Jan 31	Jan 31	Feb 4
Feb 21	Feb 6	Feb 6	Feb 7	Feb 7	Feb 11
Feb 28	Feb 13	Feb 13	Feb 14	Feb 14	Feb 18

August 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Aug 1	July 17	July 17	July 18	July 18	July 22
Aug 8	July 24	July 24	July 25	July 25	July 29
Aug 15	July 31	July 31	Aug 1	Aug 1	Aug 5
Aug 22	Aug 7	Aug 7	Aug 8	Aug 8	Aug 12
Aug 29	Aug 14	Aug 14	Aug 15	Aug 15	Aug 19

March 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
March 7	Feb 20	Feb 20	Feb 21	Feb 21	Feb 25
March 14	Feb 27	Feb 27	Feb 28	Feb 28	Mar 4
March 21	Mar 6	Mar 6	Mar 7	Mar 7	Mar 11
March 28	Mar 13	Mar 13	Mar 14	Mar 14	Mar 18

September 2025					
				Labor Day • Mon., Sept 1	
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Sept 5	Aug 21	Aug 21	Aug 22	Aug 22	Aug 26
Sept 12	Aug 28	Aug 28	Aug 29	Holiday Deadline Friday 10am	Sept 2
Sept 19	Sept 4	Sept 4	Sept 5	Sept 5	Sept 9
Sept 26	Sept 11	Sept 11	Sept 12	Sept 12	Sept 16

April 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
April 4	Mar 20	Mar 20	Mar 21	Mar 21	Mar 25
April 11	Mar 27	Mar 27	Mar 28	Mar 28	Apr 1
April 18	Apr 3	Apr 3	Apr 4	Apr 4	Apr 8
April 25	Apr 10	Apr 10	Apr 11	Apr 11	Apr 15

October 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Oct 3	Sept 18	Sept 18	Sept 19	Sept 19	Sept 23
Oct 10	Sept 25	Sept 25	Sept 26	Sept 26	Sept 30
Oct 17	Oct 2	Oct 2	Oct 3	Oct 3	Oct 7
Oct 24	Oct 9	Oct 9	Oct 10	Oct 10	Oct 14
Oct 31	Oct 16	Oct 16	Oct 17	Oct 17	Oct 21

May 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
May 2	Apr 17	Apr 17	Apr 18	Apr 18	Apr 22
May 9	Apr 24	Apr 24	Apr 25	Apr 25	Apr 29
May 16	May 1	May 1	May 2	May 2	May 6
May 23	May 8	May 8	May 9	May 9	May 13
May 30	May 15	May 15	May 16	May 16	May 20

November 2025					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Nov 7	Oct 23	Oct 23	Oct 24	Oct 24	Oct 28
Nov 14	Oct 30	Oct 30	Oct 31	Oct 31	Nov 4
Nov 21	Nov 6	Nov 6	Nov 7	Nov 7	Nov 11
Nov 28	Nov 13	Nov 13	Nov 14	Nov 14	Nov 18

June 2025					
				*Memorial Day • Mon., May 26	
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
June 6	May 22	May 22	May 23	May 23	May 27
June 13	May 29	May 29	May 30	May 30	June 3
June 20	June 5	June 5	June 6	June 6	June 10
June 27	June 12	June 12	June 13	June 13	June 17

December 2025					
				*Thanksgiving • Nov 27 The Bee Office will be closed Fri., Nov. 28	
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Dec 5	Nov 20	Nov 20	Nov 21	Nov 21	Nov 25
Dec 12	Holiday Deadline Wed., Nov 26	Holiday Deadline Wed., Nov 26	Holiday Deadline Wed., Nov 26	Holiday Deadline Wed., Nov 26	Dec 2
Dec 19	Dec 4	Dec 4	Dec 5	Dec 5	Dec 9
Dec 26	Dec 11	Dec 11	Dec 12	Dec 12	Dec 16