

Sports Collectors Digest

Voice for the Hobby



Sports Collectors Digest is celebrating its 45th year in publication, providing sports memorabilia collectors and fans with their only source of printed information on the sports stars of the past and today, along with a marketplace for their collectibles.

- For 2018, we'll provide 26 issues of coverage for our readers consisting of but not limited to:
- Latest hobby news and trends
- Hobby flashbacks to cards and pioneers
- Marketplace coverage for the four major sports
- New card release calendar and information
- Expanded show and auction coverage
- A network of collectors all in one place

ADVERTISING OPPORTUNITIES!

- The only printed source for market news and buy/sell opportunities
- 16+ pages of color every issue

Contact Steve today to discover new opportunities for you in SCD!

800-726-9966

Advertising Sales:

Kevin Smith, Vice President
 kevin.smith@fwmedia.com
 248-330-9644

Editor:
 Bert Lehman, ext. 13815 or 715-203-1320
 bert.lehman@fwmedia.com

ADVERTISING DEADLINES

Cover date	Ad Deadline	Mail date
Jan 19, 2018	12/22/2017	1/2/2018
Feb 2, 2018	1/8/2018	1/12/2018
Feb 16, 2018	1/22/2018	1/26/2018
Mar 2, 2018	2/5/2018	2/9/2018
Mar 16, 2018	2/16/2018	2/23/2018
Mar 30, 2018	3/5/2018	3/9/2018
Apr 13, 2018	3/19/2018	3/23/2018
Apr 27, 2018	4/2/2018	4/6/2018
May 11, 2018	4/16/2018	4/20/2018
May 25, 2018	4/30/2018	5/4/2018
Jun 8, 2018	5/14/2018	5/18/2018
Jun 22, 2018	5/25/2018	6/1/2018
Jul 6, 2018	6/11/2018	6/15/2018
Jul 20, 2018	6/25/2018	7/2/2018
Aug 3, 2018	7/9/2018	7/13/2018
Aug 17, 2018	7/23/2018	7/27/2018
Aug 31, 2018	8/6/2018	8/10/2018
Sep 14, 2018	8/20/2018	8/24/2018
Sep 28, 2018	8/31/2018	9/7/2018
Oct 12, 2018	9/17/2018	9/21/2018
Oct 26, 2018	10/1/2018	10/5/2018
Nov 9, 2018	10/15/2018	10/19/2018
Nov 23, 2018	10/29/2018	11/2/2018
Dec 7, 2018	11/12/2018	11/16/2018
Dec 21, 2018	11/26/2018	12/3/2018
Jan 4, 2019	12/10/2018	12/14/2018

ADVERTISING RATES

	1x	6x	13x	26x
Full Page (7" x 10")	\$1,025	\$965	\$899	\$785
2/3 Vertical (4.625" x 10")	\$815	\$738	\$675	\$585
1/2 Horizontal (7" x 4.75")	\$640	\$565	\$510	\$460
1/2 Vertical (3.4375" x 10")	\$640	\$565	\$510	\$460
1/2 Island (4.625" x 7")	\$640	\$565	\$510	\$460
1/3 Vertical (2.25" x 10")	\$490	\$440	\$400	\$350
1/3 Square (4.625" x 4.75")	\$490	\$440	\$400	\$350
1/4 Square (4.625" x 3.25")	\$355	\$325	\$295	\$250
1/4 Horizontal (7" x 2.25")	\$355	\$325	\$295	\$250
1/4 Vertical (3.4375" x 4.75")	\$355	\$325	\$295	\$250
1/6 Vertical (2.25" x 4.75")	\$295	\$265	\$245	\$210
1/6 Horizontal (4.625" x 2.25")	\$295	\$265	\$245	\$210
1/12 Horizontal (2.25" x 2.25")	\$180	\$160	\$147	\$130
Collector to Collector (3.25" x 2.875")	\$80			

Subscription Services:

Call 800-829-5561 (U.S./Canada)
 386-246-3455 (International)

PO Box 421751, Palm Coast, FL 32142-1751

Electronic Advertising/Internet

Get the online traffic you're looking for!

Sports Collectors Digest can create an online advertising package to fit your needs and your budget. Our online options give you the opportunity to sell inventory, promote your own website, link to your auctions, or echo your message to hundreds of thousands of sports memorabilia collectors, buyers and sellers. Purchasing an advertising package with us ensures that your message will reach a targeted audience in a variety of ways. Here are a few:

Let us create a unique advertising package specifically for you.

WEB ADVERTISING:

The Sports Collectors Digest website is www.sportscollectorsdigest.com

Attract visitors from around the country and the World. Known as valuable resources throughout the Sports Community is the perfect way to reach an audience of active collectors.

Advertising space is available on 3, 6, and 12 month contracts.

Ad Type

Box
Leader board
Banner
Button

Ad Size (pixels)

300 x 250
728 x 90
468 x 60
125 x 125

E-NEWSLETTERS:

Reach a highly targeted audience of potential customers who have specifically chosen to receive our newsletter.

Ad positions are dedicated to you—no rotation with other ads or the competition. Button and banner ad sizes are available. Each ad is live linked to your website.



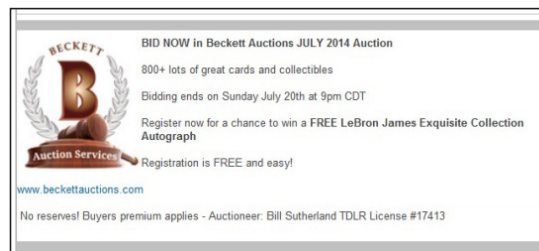
DEDICATED E-MAIL BROADCASTS (DEBS):

Send your exclusive e-mail message—with live links—to our e-newsletter reader list. You are essentially “renting” our valuable e-mail subscriber lists that we have spent years investing in and developing. 100% of the message content is about YOU and your product or service! Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads.



E-NEWS ADVERTORIALS:

With 75 words of text and a LIVE LINK to your web site, an advertorial is perfect for a last minute reminder, press release or hot new product release. Available in every weekly newsletter.



For More Information Contact:

F+W Media, Inc. Advertising Terms & Conditions

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.

2. F+W Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. F+W Media is not responsible for errors in key numbers or any other typesetting done by F+W Media. The advertiser and the advertising agency each agree to indemnify and save harmless F+W Media and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. F+W Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, F+W Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose F+W Media to any liability. F+W Media's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for F+W Media's charge for each advertisement placed. Thus, F+W Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. In order to cancel a contract, F+W Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, F+W Media is not responsible for quality of reproduction.

- See more at: <http://www.fwmedia.com/terms#sthash.755wRrXk.dpuf>