

## TOPICAL TIME ADVERTISING CONTRACT TERMS

+ **Contract:** For “Six Times” ads, the advertiser agrees to place at least one ad in each of 6 consecutive issues. Change of copy is allowed in every issue. A prepaid contract will not be affected by an increase in advertising rates during the prepaid period. If a change is made to a larger ad, the amount prepaid is credited toward the larger space. **Note:** If new copy is not received by the copy deadline for each issue, copy from the previous issue will be published. Payment terms are available.

+ **One-time ads:** One-time ads must be fully paid for in advance. Deadlines are for receipt of ad copy.

+ **Cancellations/Changes:** Advertisements may be changed or canceled until the ad deadline for each issue, but not after the deadline.

+ **Positions:** Add 25% to the regular rate when ordering specific placement of an ad.

+ **Composition:** Copy must be digital or typed. *Topical Time* is not responsible for errors arising from hand-prepared copy or from ads submitted by phone. Electronic art is the best way to ensure that the ad will be perfect. Emailed ads should be at least 300 dpi; lesser dpi will not be suitable.

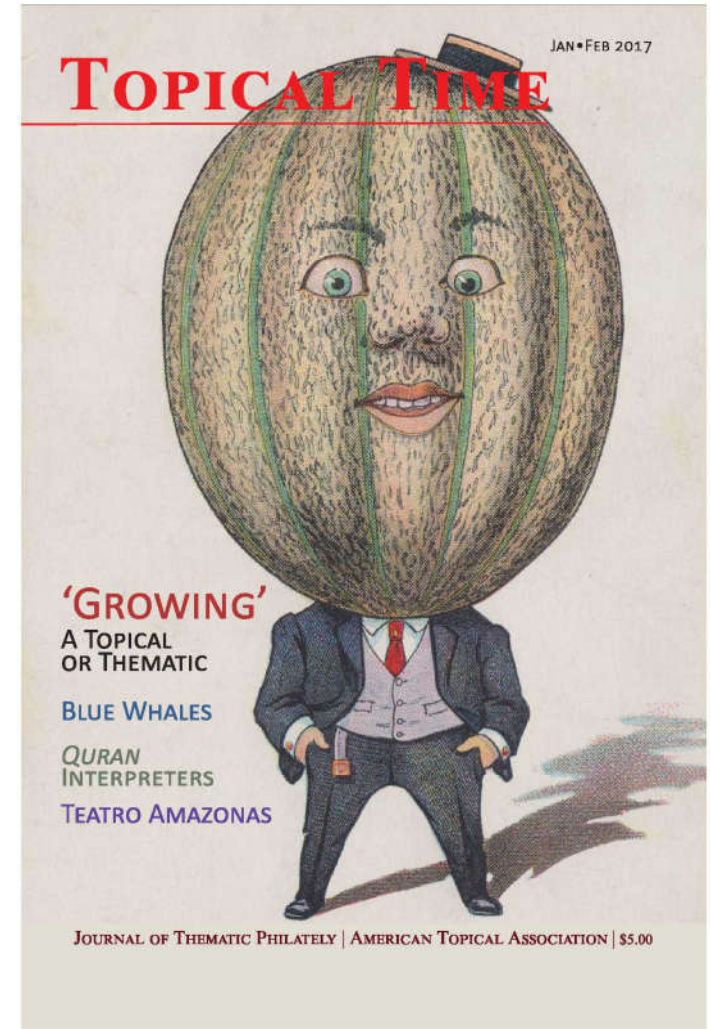
+ **Illustrations:** Clear illustrations can be reproduced in any size. However, best results are obtained from exact-size illustrations. If the advertiser cannot provide 300 dpi scans, special artwork or stamps for scanning must be provided. Material provided for illustrations will be returned insured or registered if requested and funds are provided.

+ **Confirmations:** All display advertisers receive tear sheets of their ad upon request. Copies of *Topical Time* are available for \$3 plus postage (\$2.00; \$3 Canada; \$4.00 international).

+ **References:** First-time advertisers should provide two philatelic references. ATA, APS, NSDA or ASDA memberships are acceptable. Display ad advertisers new to ATA will receive a year’s membership free.

+ **Approval:** Both “display” and “adlet” advertisers must be members of ATA. All ads are subject to approval of the ATA, which reserves the right to reject advertising or suspend advertising privileges for such periods of time as the ATA deems necessary for any reason.

*Topical Time*



Journal of the AMERICAN TOPICAL ASSOCIATION

**ADVERTISING RATE CARD #112**

**SPONSORSHIP RATES**

Rev. 3/15/18

ATA, PO BOX 8, CARTERVILLE IL 62918-0008 USA

Phone/Fax: 618.985.5100

[www.americantopicalassn.org](http://www.americantopicalassn.org)

[americantopical@msn.com](mailto:americantopical@msn.com)



## Topical Time

Award-winning Journal of the  
American Topical Association

Check these advantages of advertising in *Topical Time*

This international journal is the most widely read topical stamp publication.

✓ ~25% of ATA members are international, in 60 different countries

✓ 41.2% of ATA members reported buying from *Topical Time* advertisers

✓ Six color issues annually, edited by **Wayne Youngblood**

✓ A dedicated readership of ATA members

✓ Long shelf life

✓ Copies are shared in stamp clubs for increased readership

✓ Specialty columns encourage collecting of all philatelic elements, including:

- Cinderellas/poster stamps
- Postmarks and Meters
- Maximum Cards

✓ Targeted articles for novice, youth, and seasoned collectors

✓ PayPal and MasterCard, Visa, Discover, AmEx cards accepted

✓ Discounts available if also advertising on ATA website

### SUBMIT INQUIRIES OR ADVERTISING COPY TO:

**AMERICAN TOPICAL ASSOCIATION**

**PO BOX 8 CARTERVILLE IL 62918-0008 USA**

Phone/fax 618.985.5100, [americantopical@msn.com](mailto:americantopical@msn.com)

### ADVERTISING DEADLINES

Issue	Copy deadline	Payment due
Jan-Feb	December 1	January 1
Mar-Apr	February 1	March 1
May-Jun	April 1	May 1
Jul-Aug	June 1	July 1
Sep-Oct	August 1	September 1
Nov-Dec	November 1	December 1

## DISPLAY ADVERTISING RATES, PER INSERTION

All Ads Appear in **FULL COLOR.**

Ad Size	Physical Size	1 yr (6 ads) Paid in Full in Advance	1 year (6 ads) Paid with Six PayPal Payments	One time, paid in advance
Full Page	8" x 4 3/4" 203 mm x 121 mm	\$1272 \$212 / issue	\$1488 \$248 / issue	\$278
1/2 Page	4" x 4 3/4" 102 mm x 121 mm	\$672 \$112 / issue	\$780 \$130 / issue	\$154
1/4 Page-Horiz.	2" x 4 3/4" 51 mm x 121 mm	\$372 \$62 / issue	\$432 \$72 / issue	\$80
1/4 Page-Vert.	4" x 2 1/4" 102 mm x 57 mm			
1/8 Page-Horiz.	1" x 4 3/4" 25 mm x 121 mm	\$222 \$37 / issue	\$282 \$47 / issue	\$55
1/8 Page-Vert.	2" x 2 1/4" 51 mm x 57 mm			
1/16 Page	1" x 2 1/4" 25 mm x 57 mm	\$180 \$30 / issue	\$198 \$33 / issue	\$37
Classified Ads	(Adlet)	30¢ /word, 20-word minimum. Pay in advance for one year and get seven ads for the price of six (no changes to text). ATA membership required.		

The following are acceptable for all ad payments:

- ◆ **Checks** payable to ATA or American Topical Association
- ◆ **PayPal** from your bank account or Visa/MasterCard/AmEx/Discover to [americantopical@msn.com](mailto:americantopical@msn.com)

### **AMERICAN TOPICAL ASSOCIATION**

PO BOX 8, CARTERVILLE IL 62918-0008 USA

618.985.5100, [americantopical@msn.com](mailto:americantopical@msn.com)