



OLD TIMES



The Premier Journal of Vintage, Collectible and Antique Wonders in the Midwest

• Vintage, Collectible, and Antique Wonders •

Profile

- *The Old Times* has been published continuously each month for the past 26 years.
- It's the primary resource for Antiques Dealers, Collectors, and Shoppers in the midwestern five-state area and it's often referred to as "*The Bible of Antiques & Collectibles in the Upper Midwest*".
- On average, over 7,500 printed copies of *The Old Times* are distributed monthly in Minnesota, Wisconsin, North and South Dakota, Iowa and Illinois and more than 2,000 folks read it online.
- Subscribers to *The Old Times* come from California to Pennsylvania and Florida to Montana - people who travel to the midwest in search of "*Vintage, Collectible and Antique Wonders*"!

The Old Times

P.O. Box 411 • Sauk Centre, MN 56378

Office: (320) 351-6399 • Cell: (320) 492-6399

Paul Post: Paul@TheOldTimes.com
(Ad sales, customer service, billing)

4-inch Box (Business Card Size Ad)

2 columns X 2.00 inches

(approximately 3.30 in. wide X 2.00 in. high)

Only \$74 per month

Less than \$800 per year* (after discounts) for an economical, complete basic annual advertising program.

- Ads can be run for one month, 12 months, or any interval in between.*
- **Full process color is included in the price of all ads.**
- Our talented production staff is available and happy to assist you with the design and creation of your ad at no extra charge.
- Ad copy is due by the 10th of the month for publication the following month (except November and December which require early copy due to holiday scheduling).
- Additional charges will be made for ads placed in premium positions (i.e. inside front, back, and in the center spread).
- **Ask about our "Group Ad" program - a 6-month ad designed to keep your shop visible in *The Old Times* every month alongside other quality shops located in your geographic area.**

The ads displayed on this page are actual-size examples of "Box Ads" as they would appear together on a page in *The Old Times*.

For "Fraction-of-page" ads, please see back.

*** 1 year = 12 issues. Be sure to ask about multiple-insertion discounts!**

6-inch Box

2 columns X 3.00 inches

(approximately 3.30 in. wide X 3.00 in. high)

Only \$100 per month

A step above the business card ad.
This ad will clearly portray the size and quality of your shop.

8-inch Box

2 columns X 4.00 inches

(approximately 3.30 in. wide X 4.00 in. high)

Only \$129 per month

Promote your shop with our largest box ad.
This ad is truly
"A Window Into Your Shop"!



1/8 Page

3 columns X 3.75 inches

(approximately 5.00 in. wide X 3.75 in. high)

Only \$146 per month.

Our most economical “fraction-of-a-page” ad is a reasonably priced upgrade from a box ad.
For the shop “that’s a cut above!”

ASK ABOUT additional discounts for prepayment of your ad!

Ads are overlapped to show actual sizes.

1/6 Page

3 columns X 4.75 inches

(approximately 5.00 in. wide X 4.75 in. high)

Only \$180 per month

The 1/6-page ad is “easily-affordable for a superior shop or event”.
This ad will surely get noticed!



1/4 Page

3 columns X 7.25 inches

(approximately 5.00 in. wide X 7.25 in. high)

Only \$250 per month

This “*Premium*” ad will definitely showcase any high-quality shop or event that commands high-quality customers!

**1/3 Page, 1/2 Page, 2/3 Page, 3/4 Page and Full Page ads are available too - and you'll be surprised at how economical they are!
Call Paul for pricing.**



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