

# List Your Event in Cochran's Collector's Guide... 'The Book Everyone Carries All Year'\*

\*Comment from a new advertiser

How can I keep people from throwing away my advertising every month?

They'll keep it all year when it's in Cochran's Collector's Guide!

## MULTIPLE CHALLENGES, ONE SOLUTION

**Fill your empty spaces.** The Guide is the "Bible" dealers use to find product to sell. They carry it wherever they go... all year long.

**Boost your gate.** Monthlies are picked up by the same 20,000 people month after month. The Guide reaches tens of thousands more with many more locations... prospects you've never reached before.

**20 years of proven results.** We're still growing because antique enthusiasts love this free, portable and durable resource.

**Get a FREE WEB PAGE.** Don't have a web site? We will build and host a page on **cochrans.com** free of charge. Put up pictures, schedules, forms to download, maps, information sheets... call for details.



## When you're in Cochran's, you're on the Internet— without the hassle or expense!

Find every page of our Guide on our website at **cochrans.com**

Your ad reaches beyond the western US to the rest of the world through our website at **cochrans.com**, where millions of visitors have dropped in since 1996. They include folks from Europe, the Far East, Australia and New Zealand

as well as North America who found the Collector's Guide on the Internet. Their first stop in our circulation area is a business that has a free Collector's Guide waiting for them.

Your ad needs to be there!

## Place an EVENT AD in 3 Easy Steps.

Reach us FAST at 1(866) 585-6162, M-F, 9am-5pm

### 1. FILL OUT THE FORM(S)

Just fill out the form below, (see the credit card section if you wish to charge your ad). Use the enclosed form to sketch in an idea, or attach a business card, a clipping, a photo, ad copy, etc.

### 2. FAX OR EMAIL THE FORM

and ad instructions with art if needed. SECURE FAX LINE is toll-free at 1(866) 649-0651. **We can take your ad on the phone. If you use regular mail, it may be too slow to make our deadline.**

### 3. EXAMINE YOUR PROOF

We'll email or fax you a proof of your ad and an invoice. Examine everything for accuracy. **Contact us prior to deadline printed on the proof form for changes and corrections.**

## Deadline for 2010: Sept. 1, 2009

BUSINESS NAME \_\_\_\_\_

STREET ADDRESS, CITY, ZIP CODE \_\_\_\_\_

EMAIL AND/OR WEBSITE ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ OTHER PHONE (HOME, FAX?) \_\_\_\_\_

YOUR NAME(S) \_\_\_\_\_

ART/ PHOTO AVAILABLE  PLEASE DESIGN OUR AD — COPY AND INSTRUCTIONS ATTACHED

## Credit Card Information

To pay by credit or debit card, call us at 1(866) 585-6162, M-F, 9 am-5 pm or

SECURE FAX: CARD NUMBER, EXPIRATION DATE, NAME ON CARD TOLL FREE TO 1(866) 649-0651

WE ACCEPT: VISA • MASTERCARD • AMERICAN EXPRESS • DISCOVER • DEBIT CARDS



## Please use this form to order an Event Ad

There is no charge for production of your display ad. Include a photo, line art, a logo... anything you wish. Our award-winning designers can create your ad with materials we have in-house or you can provide us with a clipping you like from a newspaper, phone book, business card, or other source to give us a starting point.

### 2010 EVENT AD RATE: 100,000 Circ Businesses NOT located in California

Full Page:	\$379
1/2 Page:	\$229
1/4 Page:	\$139



Full Color pages and half pages may be purchased at discount.  
Call for rates and availability

### RELATIVE PAGE SIZES & DIMENSIONS

- 1 -



FULL PAGE

H: 4-3/8 inches W: 7-1/2 inches



HALF PAGE

H: 4-3/8 inches W: 3-3/4 inches



QUARTER PAGE (HORIZ)

H: 2-1/4 inches W: 3-3/4 inches



QUARTER PAGE (VERTICAL)

H: 4-3/8 inches W: 1-13/16 inches

### ACTUAL PAGE SIZES

- 1 -

