

# CLARION - ADVERTISER INFORMATION

## RESTRICTIONS

All advertisers in the Clarion must adhere to PAN's code of ethical standards. The Editor is garnered with the right to reject any advertising that he feels is not in keeping with the objectives of the association. All ads are priced on a *Cash in Advance* basis. Further information regarding advertising is available by contacting the Editor:

[rcj2543@earthlink.net](mailto:rcj2543@earthlink.net) or phone (412) 877-0318

## RATES

The rates listed below are for camera-ready copy only. Advertisers must supply all text and artwork. Electronic files and high-resolution (300 dpi) images or PDF files are preferred. *Advertisers may be assessed an additional charge for layout and typesetting. There is a \$75 up charge for color. Arrangements should be made in advance with the editor.*

### CONTRACT RATES – Effective January 1, 2014

<b>Size</b>	<b>1 Issue</b>	<b>2 Issues</b>	<b>3 Issues</b>
Full Page (7.125" x 9.5")	\$225	\$375	\$575
Half Page (7.125" x 4.438")	\$125	\$175	\$275
Quarter Page (3.427" x 4.438")	\$75	\$100	\$125
Eighth Page (3.427" x 2.093")	\$50	\$70	\$90

The above rates apply only when the same advertisement is run for the length of the contract. If the ad copy is changed during the contract term, an additional charge may apply. Advertising on the outside back cover, inside front cover, or inside back cover is available, subject to prior arrangement. For a fee advertisers may insert flyers in the envelopes in which the Clarion is mailed. All payments should be sent and payable to:

### PAN

75 East Maiden Street, Suite 208  
Washington PA 15301

### PUBLICATION DEADLINES

<b>Issue Date</b>	<b>Ad Copy Before</b>
May	April 1
October	September 1
January	November 1

The Clarion cannot guarantee insertion of any editorial contributions or advertising copy received after the above deadlines, nor can it guarantee the accuracy of such items.

### ADDITIONAL ADVERTISING

As a Clarion advertiser, all or part of your ad will be included in the PANeNEWS. This is our electronic newsletter that is sent out approximately every six weeks to even more subscribers. Also your name or company name will be prominently displayed with a recognition banner at both our spring and fall coin shows.