



WINNER OF



NUMISMATIC
LITERARY
GUILD
FOUNDED 1968

DIGITAL

Ads Rate Card & Ad Specs

COINage

Our Editorial Approach

We believe in the unlimited value of life-long learning. That has been the foundation of COINage since its inception in 1964, and while the mediums of accessing and distributing information have changed and evolved, life-long learning is still the core.

Today we partner with esteemed professionals within various elements of the numismatic and investment industries to provide award-winning editorial coverage. Whether it's the latest news in the fight against counterfeit coins, the examination of historical events and influences within numismatics, easy-to-understand reports about changes in the market and the effect on coin prices, as well as societal, cultural, and economic impacts on buying and selling coins, we are there to provide readers with valuable insight, accessible with any device.

At the end of the day, our goal is to support current members of the numismatic community as they grow, explore, and enjoy their interests to the fullest, and welcome newcomers to the joys and rewards of the world's oldest hobby.

COINage is honored to be the winner of multiple Numismatic Literary Guild awards.



Photo credit: Elembis, Public domain, via Wikimedia Commons

Newsletter Advertising

COINage
Weekly Update

728 X 90 AD

Hundreds of Rare Coin Record Prices in '19
The emphasis in the United States rare coin market in 2019 was again on superb quality and exceptional rarity, with hundreds of record prices reached at major public auctions, according to a year-end tabulation by the Professional Numismatists Guild.

More >>

PCGS Announces Exclusive APMEK Partnership to Offer New Bullion FirstStrike Service
Under the new partnership (www.PCGS.com/APMEK), APMEK will offer APMEK MintDirect Premier products with PCGS FirstStrike eligibility, a winning combination that offers FirstStrike designation long after the eligibility cutoff date.

More >>

Issue Highlights: February/March 2020
Climate change impacts a lot of aspects of the world today, including the coins in your collection. Those you seek to find, and the history of it over thousands of years of civilization.

More >>

COINage
ABOUT US
Since 1964, COINage has been a leading name in numismatics. We offer a fresh perspective of numismatics for the experienced coin collector and an introduction to key concepts for the novice. To join the community, visit our [website](#) and follow us on [Facebook](#) and [Twitter](#)!

[Facebook](#)
[Twitter](#)
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Option 1
(728 x 90)

COINage
Weekly Update

300 X 250 AD

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Option 2
(300x250)

COINage
Weekly Update

600 X 300 AD

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Option 3
(600x300)

COINage
Weekly Update

A Special Message from our Advertising Partner **MERTZ COINS**

The Evolution of Numismatics

Robert "Bob" Mertz started collecting coins in 1955 at the tender age of six. It wasn't until the year 2000 that he entered the coin industry professionally.

At this time, mentored by Morgan Dollar luminaries John Love and Arthur John Hagen, Bob began purchasing bulk quantities of historic white metal MS64 and MS65 Morgan Silver Dollars and \$20 Double Eagles. He accumulated well over 10,000 of these premium specimens, which he wholesaled to the major dealers of that time.

Learn More About Mertz Coins' Services >>>

600 X 300 AD

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Option 4
Advertorial Newsletter
(600x300)

COINage

SPECIAL RENEWAL OFFER
Renew TODAY for Maximum Savings!

Save up to 38% NOW

Dear (First Name),

Thank you for subscribing to COINage. We are glad you are part of the community.

A check of our records reveals your COINage subscription is expiring soon. To show our appreciation, we've put together an exclusive offer, just for you! If you renew your COINage subscription today, you can get 12 issues for only \$21 (32% off the cover price) or 24 issues for only \$27 (38% off the cover price).

As you well know, with a COINage subscription, you receive access to authoritative, intriguing and inspiring articles and columns about the people, places and events associated with coins.

Hurry! This early renewal offer is only available for a short time. Respond now to take advantage of this exclusive offer by clicking the button below.

SUBSCRIBE NOW

Kind regards,
Team Rock & Gem

Take frequent with you whenever you go. Ancient Roman App is available on [Android](#) and [iOS](#). DOWNLOAD NOW

[Facebook](#) [Twitter](#) [Website](#)

Option 4
Dedicated Email Blast
(600x1200)

Prices start as low as \$75 depending on size, location and frequency.

The new and improved COINage Connection bi-weekly e-newsletter is deployed every-other Wednesday to an audience of 2,350 and growing weekly.

Website Advertising

- **5,500** Avg. monthly unique visitors
- **7,000** Avg. monthly sessions
- **48%** Percent of visitors on mobile devices
- **6,000** Social media likes and followers



www.coinagemag.com

Leaderboard 728x90

COINage

Billboard 1068x60



Large Leaderboard 970x90

COIN NEWS



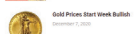
Great Coin Finds of a Lifetime

By Michael D. Higgins with Antiquarian John F. A. ...
December 10, 2020



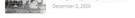
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Gold Prices Start Week Bullish

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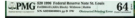
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Uncommon "Dad Mote Note" Coming to Auction Jan. 22

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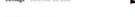
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Gold Prices Spike as Trump Dumps COVID Relief Bill

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Gold Prices Rallying to \$1,900?

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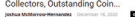
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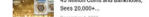
3D Cube Ad
300x250

Banner Ad
300x250

MOST POPULAR

PCGS Celebrates Certification of 40 Million Coins and Banknotes, Sets 2020...

December 10, 2020



South Korean Numismatists: Getting Over the Language Barrier

December 10, 2020



How Will The Trump Impachment Trial Affect Gold Prices?

December 10, 2020



My Two Cents: Worth Looking Up the First Spouse Series

December 10, 2020



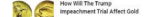
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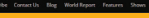
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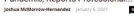
COINage

Billboard 1068x60



Strong 2020 Rare Coin and Banknote Market Despite Pandemic, Reports Professional...

December 10, 2020



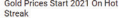
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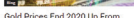
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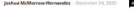
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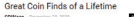
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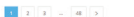
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Blog Page

Leaderboard 728x90

COINage

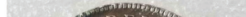
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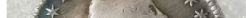
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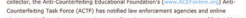
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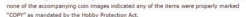
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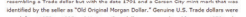
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3D Cubes Ad

The ad format consists of 6 alternating stages any of which can offer video. On the initial visit the ad automatically spins around in an ad unit space in the horizontal plane. On mouseover, the cube leaves its place and starts spinning showing all six faces. When you move click the Close button, the cube returns to its initial place.

Ad Size: **300x250**

Preview URL: <https://bit.ly/35BOJyA>

BLOG

PNG Day Returns to CSNS Coin Show for 2021

Joshua McMorro-Hernandez - January 12, 2021

ARTICLES

Uncommon "Del Monte Note" Coming to Auction Jan. 22

COIN COLLECTING


Newman Numismatic Portal Announces Second NNP Symposium, March 19-21, 2021

ART & Painting Auction Online - Painting & Art Auction Online

Search our price database to discover the value of any artwork @auction. cymmons.com

OPEN

DONT MISS




1894 S D1
FINE
STICKNEY PLASBERG
8807-6510001894

Features

PCGS Graded 23 of Top 25 Most Expensive United States Coins...


Joshua McMorro-Hernandez - January 8, 2021

The 23 Coins Include Rare 1894-S Barber Dime That Sold For \$1.44 Million And Crossed Over to PCGS




Gold Prices Start 2021 On Hot Streak

January 5, 2021




New Auction Place for C

January 4, 2021



Great Coin


December 23, 2020



Anti-Count

Foundation Helps

Marketplace of \$1+ Million of Fakes...



ices

change

\$0.00 0.03%

(\$0.16) (-0.08%)

\$0.40 0.04%

\$24.30 1.02%

Palladium \$2,330.50 \$2,430.50

All prices listed in USD.

Terms of Use

Pushdown Ad

The Pushdown appears just below the navigation bar on the Coinage home page and can expand in size. The user can collapse and expand multiple times. Due to the large size, this ad will appear on desktop only.

Ad Size: 1068x60 and 1068x250

Preview URL: <https://bit.ly/2XR02yx>

This screenshot shows the top portion of the COINage website. The header includes the date "Monday, January 18, 2021" and links for "Blog", "Contact", and "Subscribe". The COINage logo is prominently displayed. To the right is a "FREE WEEKLY NEWSLETTER" sign-up form with the text "STAY IN THE KNOW!" and a "SUBSCRIBE" button. Below the header is a navigation menu with links: "NEWS", "BLOG", "WORLD REPORT", "FEATURES", "SUBSCRIBE TO COINAGE", "SHOWS", "CLUBS", and "ADVERTISE". A search icon is located on the far right. The main content area features a large banner for a "1-YEAR COINAGE DIGITAL SUBSCRIPTION FOR JUST \$7.99". The banner includes the COINage logo, the offer details, and a "SUBSCRIBE TODAY" button. A red border highlights the banner, and a small "Expand Ad" link is visible in the bottom right corner of the banner area.

This screenshot shows the same COINage website, but the pushdown ad has expanded to its full size. The header and navigation menu remain the same. The expanded ad banner features a festive theme with pine branches and a tablet displaying the COINage magazine cover. The text on the banner reads: "RING IN THE NEW YEAR WITH GREAT SAVINGS ON COINAGE!", "GET A 1-YEAR COINAGE DIGITAL SUBSCRIPTION FOR JUST \$7.99", and "HURRY! THIS OFFER EXPIRES SOON!". A "SUBSCRIBE TODAY" button is at the bottom. A red border highlights the expanded ad, and a small "Collapse Ad" link is visible in the bottom right corner of the ad area.

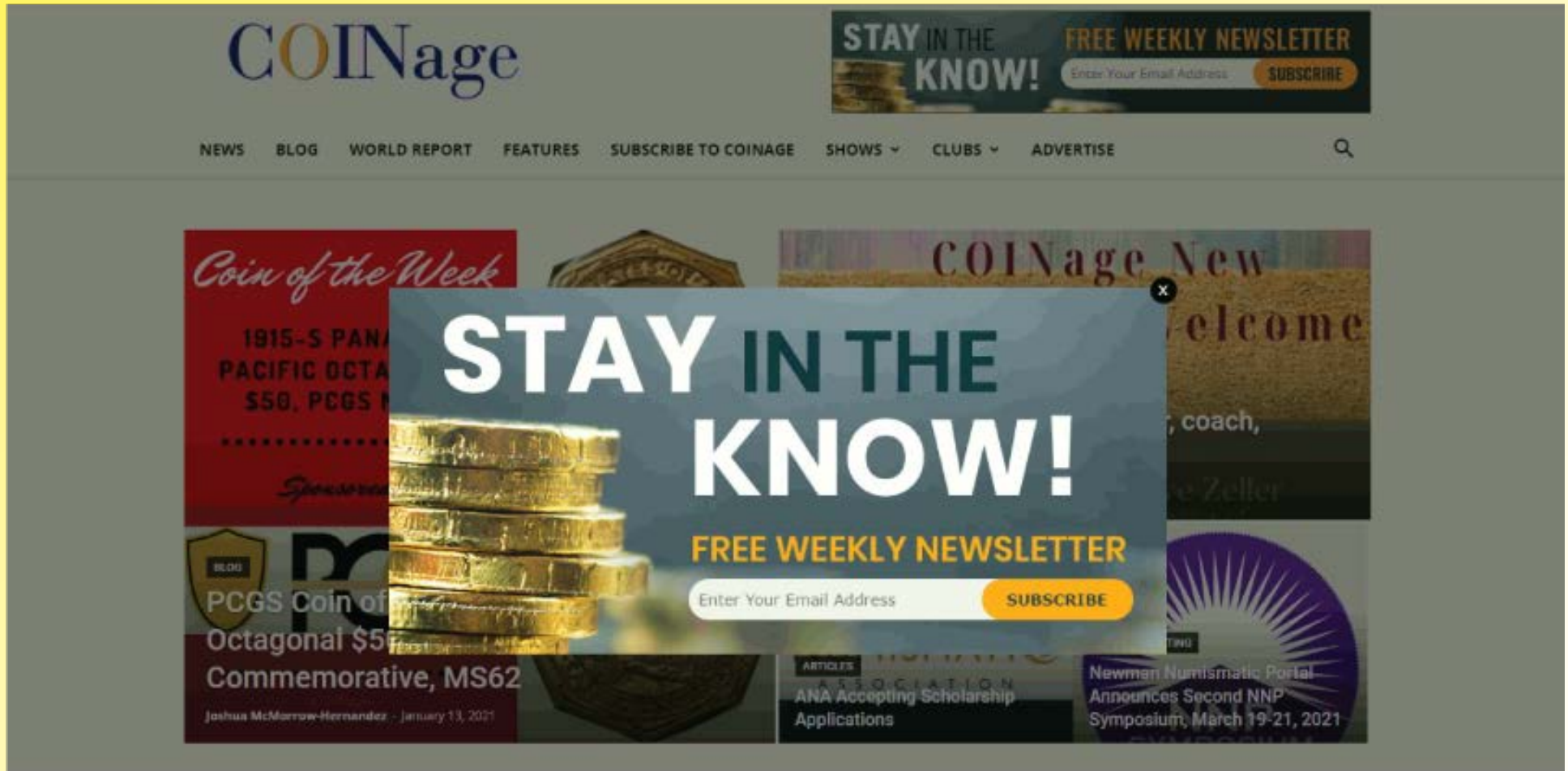
Interstitial Ad

Interstitial ads are a Premium format with 100% viewability. Interstitial ads are full screen (700x400) that cover the interface of the website page on desktop and with (320x420) on mobile.

Ad Size Desktop: 700x400

Ad Size Mobile: 320x420

Preview URL: www.coinagemag.com



Sticky Note Ad

Sticky Ads are always visible and anchored at the bottom of the page, until the user clicks on the close button. It is also a premium Ad Unit, size(970x90) and visible at Desktop only.

Ad Size: 970x90

Preview URL: <https://bit.ly/2LGw25W>

The screenshot displays the COINage website interface. The top navigation bar includes links for NEWS, BLOG, WORLD REPORT, FEATURES, SUBSCRIBE TO COINAGE, SHOWS, CLUBS, and ADVERTISE, along with a search icon. The main content area features several articles:

- Coin of the Week:** 1915-S PANAMA-PACIFIC OCTAGONAL \$50, PCGS MS62. Sponsored by PCGS. Includes an image of the coin.
- BLOG:** PNG Day Returns to CSNS Coin Show for 2021. Includes an image of a woman holding a scale.
- ARTICLES:** ANA Accepting Scholarship Applications. Includes the American Numismatic Association logo.
- COIN COLLECTING:** Newman Numismatic Portal Announces Second NNP Symposium, March 19-21, 2021. Includes a purple circular logo.

At the bottom, there is a sticky advertisement with a red border. It features the COINage logo, the text "GET A 1-YEAR COINAGE DIGITAL SUBSCRIPTION FOR JUST \$7.99", and a "SUBSCRIBE TODAY" button. A "100% Quality Assurance" banner is also visible above the sticky ad.

In Banner Video Ad

Video plays automatically without sound by default. Audio will play when user clicks unmute.

Video Dimension	-	300*250
Duration	-	15 Seconds
Max File Size	-	Up to 29 MB
Video Format	-	MP4
Landing Page URL.		


Ad Size: 300x250

Preview URL: <https://bit.ly/3oXynYR>

COINage

NEWSBLOGWORLD REPORTFEATURESSUBSCRIBE TO COINAGESHOWSCLUBSADVERTISE


CELEBRATED ART CAREER



Launch Your Website

You'll need: A studio. A second job. And an online store. Launch it with Squarespace.


DON'T MISS



ANA Accepting Scholarship Applications


COINage - January 13, 2021

2021 marks the eighth year the American Numismatic Association (ANA) is accepting




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January 8, 2021




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Great Coin Finds of a Lifetime

December 23, 2020



Precious Metal Prices

1/19/2021 4:34:16 AM CST

Metal	Bid	Ask	Change
Gold	\$1,842.00	\$1,852.00	\$12.10 0.66%
Silver	\$26.32	\$26.52	\$0.55 2.21%
Platinum	\$1,096.80	\$1,111.80	\$15.70 1.44%
Palladium	\$2,303.80	\$2,403.80	(\$21.80) (-0.90%)

All prices listed in USD. [Terms of Use](#)

Digital Ad Specs

Rates start as low as \$75 and vary by frequency, size, and location.



Ad Names	Ad Sizes (Pixels)	Formats Accepted	Max Initial File Sizes	Max Animation Time	Audio	Rich Media Option	Page Location		
Leaderboard	728x90 970x90	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Billboard	970x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Pushdown Ad	1068x70 & 1068x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user	NA	Home	Blog	Article
Interstitial Ad	700x400 <small>(web)</small> 320x420 <small>(mob)</small>	JPG, GIF	150 KB	15-sec	On user	NA	Home	Blog	Article
Sticky Note Ad	970x90	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user	NA	Home	Blog	Article
In Banner Video	300x250	MP4	29 MB	15-sec	On user click	NA	Home	Blog	Article
3D Cube Ad	300x250 300x600	JPG	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Banner Ad	300x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Half Page Ad	300x600	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes		Club Listings	Show Dates

*We accept 3rd party click and impression trackers.

*30% extra for DMA targeting.

Social Media Campaigns



COINage Social Media Shout-Out:

Our program includes:

Two days of sponsored posts about your company and products/or services.

Posts will appear on our Facebook, Twitter, and Instagram accounts on two different days.

COST:

1 Campaign = 2 days/\$150

2 Campaigns = 2 days each/\$275

Online Editorial Promotional Program:

Introduce your business or event to our online audience through unique posts on our website, social media feeds, and the COINage Update bi-weekly e-newsletter. The program includes six days of posts, including:

- Blog post written by our editorial team about your business/event/products and posted to our site
- Post appears on our Facebook feed promoting the blog about your business/event
- Post appears on our Twitter (different post, but same concept as Facebook)
- Four images (about your business/event) posted to our Instagram feed about the blog post about your business/event
- A blurb about your business post appears in the bi-weekly e-newsletter
- Original Facebook post is pinned to the top of the feed for one day

****If your company has a social media presence it will be tagged in the posts.**

COST:

1 Campaign = 6 days/\$350

2 Campaigns = 6 days each/\$550

Social & Digital Sponsorships

COIN OF THE WEEK:

Weekly online column showcasing a specific coin, including details about design, history, or auction appearances, with information about the sponsoring business and the company's logo appearing in each column.

Primary locality of post: www.coinagemag.com

Additional mentions: Blurb touting the column appears on Facebook, Twitter and Instagram feeds, as well as the bi-weekly newsletter

Print: One Coin of the Week will appear in each print issue of COINage

[Click for Example](#)

NUMISMATIC ICON:

Monthly blog post. This is a new blog post concept. We'll select an individual whose contributions to numismatics are noted, and we'll write a blog post profile of the person. We feature people from early coin minting history, individuals who helped establish and grow the hobby of coin collecting, etc.

We will work with the sponsoring company to brand the blog post, incorporate the sponsoring company name in the social posts, and the print element, and seek sponsors input in nomination of icons.

Primary locality of post: www.coinagemag.com

Additional mentions: Blurb touting the column appears on Facebook, Twitter and Instagram feeds, as well as the bi-weekly newsletter

Print: Numismatic Icon profile to appear in every other print issue of COINage



Social & Digital Sponsorships

SHOW DATES CALENDAR:

The sponsoring company would be recognized at the top of the page as the sponsor.

Primary: www.coinagemag.com

Social: Facebook and Twitter feeds; newsletter shout outs

Print: We will begin publishing a single page of show dates in our print magazine, and if demand and interest dictate, we'll expand the section.

NEWS STRIKES:

Every-issue print column and regular online posts exploring some of the latest news from the numismatic community and current events impacting numismatics and investing. The sponsoring company would be recognized at the top of the page. [Click for Example](#)

CLUB SPOTLIGHT:

Blog post and social posting highlighting activities, experiences, and achievements of coin collecting clubs. The sponsoring company would be recognized at the top of the page.

PURPOSE & SERVICE IN NUMISMATICS:

Profiles of various persons who work and make positive contributions to the betterment of numismatics. [Click for Example](#)

SHOP SHOUT-OUT:

Regular post appearing on COINage's social media feeds, featuring shops that advertise with COINage or sell copies of the magazine.

[Click for Example](#)

NEW! **EYE ON ERRORS:** Twice-monthly online post and quarterly print column examining various error coins. The sponsoring company would be recognized at the top of the page.



Social Media Rate Card

Shout outs starting
as low as **\$50** depending
on platform and frequency.

All in 1 social media combo
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