

## CLASSIFIED ADVERTISING

Thank you for your interest in advertising in *Technical Analysis of Stocks & Commodities* magazine. The following is an explanation of our classified ad rates, sizes, and discounts available.

- ◆ **Price and size:** The rate is \$50 per 1/8" in height with a 5/8" minimum. All classified ads are 2-1/4" wide.  
*Example:* An ad that is 2-1/4" x 5/8" would cost \$250, while an ad 2-1/4" x 1" would cost \$400.
- ◆ **Color choice:** Choose black & white or color for no extra charge (color is rendered in four-color process using cyan, magenta, yellow, and/or black)
- ◆ **Many styling options:** You can choose the fonts, type size, colors, and whether to use a **border** or **shading**. You can center any line of text. You can add your **logo** or another **image** to the ad, provided everything fits within the space purchased.
- ◆ **Frequency discount:** We offer a frequency discount based upon the number of ads run in any 12-month period. The discount is as follows: 10% for 3 ads; 15% for 6 ads; 20% for 9 ads; and 25% for 12 ads. If you prepay for three or more ads, the respective discount will apply to *each* ad.
- ◆ **Free web button ad!** If you **prepay** for three or more ads, not only will you receive a frequency discount, but you will also receive *free* placement of your **micro button ad** on our website, [www.Traders.com](http://www.Traders.com). (See below for micro button specifications.) The length of time that your button ad will run is based on the size of your classified ad and the number prepaid for.
- ◆ **Free inclusion in our monthly newsletter:** As a bonus, the text from your classified ad is included in our *Tech Traders* newsletter emailed to more than 100,000 recipients each month.

### SAMPLE CLASSIFIED AD

You can choose the fonts, type size, colors, shading, and whether to have a border. It just needs to fit within the ad size.

We can typeset the ad for you at no additional cost! Or, you can email it to us as a **PDF** file.

### STOCK TRADER TOOLS

**NEW!** Stock market technical analysis works by master technician **John Jones** that have not been in print since 1958.

◆◆ Priced as low as \$20. ◆◆

**FOR LOW RATES CALL 123-555-7890**

**Specifications:** Camera-ready copy is not required; typesetting is done at no additional cost, for classified ads only. If you would like to typeset your own ad, please email your finished ad to us as a **PDF** file. If you would like to include your logo or image in the classified ad, please email it to us as a JPEG, PDF, or TIF (resolution 300 dpi). Images and all copy must fit within ad size purchased.

**Microbutton:** For submitting your own microbutton, the requirements are as follows:

- Dimensions: 88px wide x 31px high • File size: 72 ppi
- Format: GIF or JPEG only. Flash is okay.

If you prefer, we can create your microbutton for a fee of \$60.

**Payment:** Classified ads must be prepaid. Payment and copy are due by the ad deadline date each month. Please include your address, phone number, and email address with your copy and payment.

**Contact Advertising at (206) 660-8577 • Advert@Traders.com**