

THE MIDWEST PAWNBROKER MAGAZINE

RATES AND DEADLINE DATES

Following are the circulation, advertising rates, and deadline dates for *The Midwest Pawnbroker* magazine effective January 1, 2020.

Circulation: 2000+ publications to the following states:

Indiana, Illinois, Ohio, Kentucky, Michigan, Tennessee, Wisconsin, Iowa
All NPA Board Members and State Associations

**The LARGEST CIRCULATION and the LOWEST ADVERTISING RATES
of any pawnbroker magazine in the country.**

Advertising Rates

<u>SINGLE ISSUE RATES</u>		<u>4 CONSECUTIVE ADS</u>		<u>SAVINGS</u>
Centerfold (each page)	\$ 900.00	\$2,700.00		\$900.00
Back Cover	\$ 800.00	\$2,500.00	(Sold Out)	\$700.00
Inside Front Cover	\$ 700.00	\$2,400.00		\$400.00
Inside Back Cover	\$ 700.00	\$2,400.00	(Sold Out)	\$400.00
Full Page	\$ 600.00	\$1,800.00		\$600.00
1/2 Page	\$ 450.00	\$1,350.00		\$450.00
1/4 Page	\$ 325.00	\$ 900.00		\$400.00

Advertisers that purchase four consecutive ads receive a substantial discount.

Deadline Dates

<u>DEADLINE DATE</u>		<u>TARGET ISSUE DATE</u>
SPRING ISSUE - FEB. 22	(CONVENTION ISSUE)	APRIL 10
SUMMER ISSUE - APR. 30		JULY 10
FALL ISSUE - JULY 31		OCT. 10
WINTER ISSUE - OCT. 31		JAN. 10

***To have the message of your products and/or services reach
over 2000 pawnbrokers, please contact:***

Darlene Stempkowski, Editor/Publisher

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