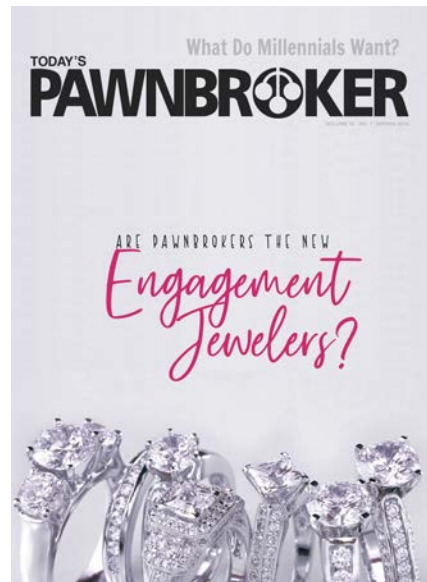
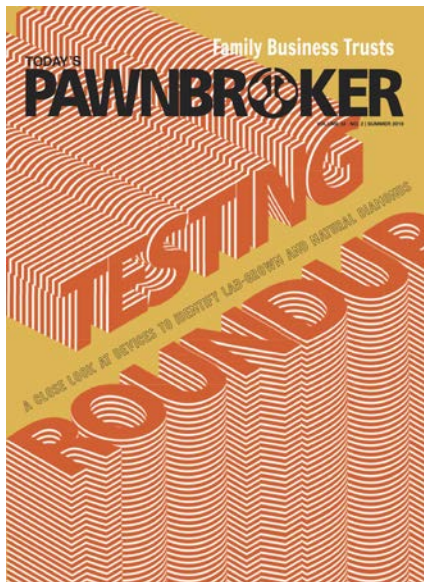
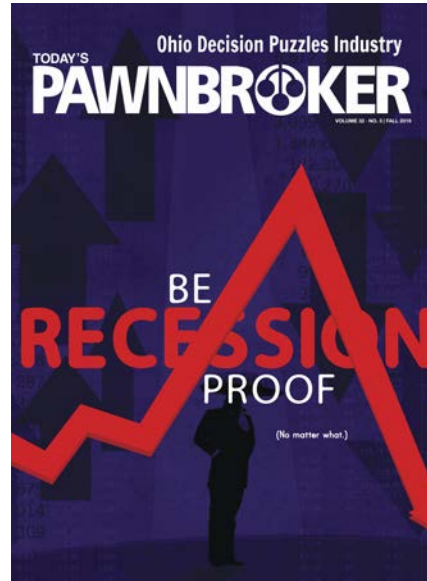
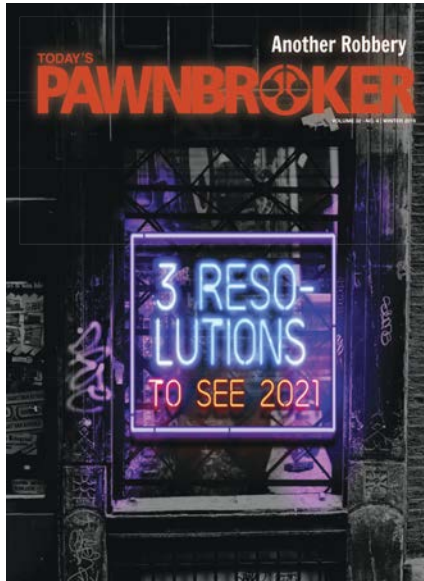


TODAY'S
PAWNBROKER

2020 RATE CARD



The **ONLY** independent national magazine
for the pawnbroking industry.



Celebrating our **33rd** year!

***We report news about markets and innovations
in the pawn industry, update moves in government
and the courts, provide solid information about issues
like store security and topics like videogames, watches,
jewelry and the array of other pawnables.***

***We also provide unique analysis of the effect of the
economy and national events on the industry.***

SUBSCRIBER BREAKDOWN

- ***Company owners and executives***
 - ***Store employees***
 - ***Industry regulatory officials***
 - ***Elected government officials***

DISPLAY ADVERTISING RATES

BLACK AND WHITE

	1X	2X	4X
Full Page	1895	1710	1540
2/3 Page	1345	1210	1090
1/2 Page	1085	980	885
1/3 Page	730	650	585
1/4 Page	580	525	475
1/6 Page	475	430	385
1/8 Page	335	300	270
Inside Cover	2230	2010	1800
Rear Cover	2455	2210	1990

TWO COLOR

	1X	2X	4X
Full Page	2535	2285	2055
2/3 Page	1970	1775	1600
1/2 Page	1690	1525	1375
Inside Cover	2870	2590	2330
Rear Cover	3130	2820	2540

FOUR COLOR

	1X	2X	4X
Full Page	2885	2595	2340
2/3 Page	2280	2055	1850
1/2 Page	1980	1785	1600
Inside Cover	3275	2950	2655
Rear Cover	3380	3045	2740

ISSUE AND CLOSING DATES

ISSUE DATE	TARGET MAIL DATE	ADVERTISING CLOSING DATE	MATERIAL DUE DATE
SPRING**	April 24	April 3	April 10
SUMMER*	June 23	June 2	June 9
FALL	September 25	September 4	September 11
WINTER	December 18	November 20	December 7

** Extra distribution at regional convention
* National convention issue, extra distribution

CONTACT:

Boyd Delancey — (772) 232-8888 ext. 103
ad@todayspawnbroker.com

Gregory Storey — (772) 232-8888 ext. 101
advertising@todayspawnbroker.com



BUYER'S GUIDE

\$30 per listing, per issue. Minimum 4 issues.
Maximum 5 lines (Name, Address, Phone/Fax, Website)

All charges are payable in advance.

CLASSIFIEDS

\$75 per column inch
Payment must accompany ad
(All classifieds are in black and white)

All charges are payable in advance.



ONLINE BUYER'S GUIDE

STANDARD: Print-edition listings appear on our website at no additional cost.

ENHANCED: Add 1 photo to online listing
Cost of print-edition placement + \$25 per year

PREMIUM: Add up to 3 photos, logo and 50-word description of company or product to online listing
Cost of print-edition placement + \$65 per year

All charges are payable in advance.

ONLINE CLASSIFIEDS

All print-edition classifieds appear on todayspawnbroker.com at no additional cost.

ENHANCED: Add 1 photo to online classified
Cost of print-edition placement + \$25

PREMIUM: Add up to 3 photos to online classified
Cost of print-edition placement + \$50

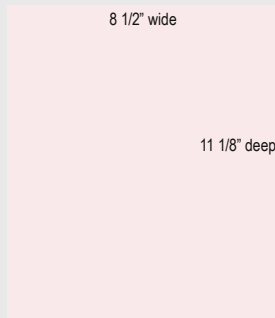
All charges are payable in advance.

INSERTS

Single sheet up to 8 1/8" x 10 3/4". 80 lb stock.
May be printed on both sides. \$1,450.
Other sizes available.

Ask us about other print and digital advertising options

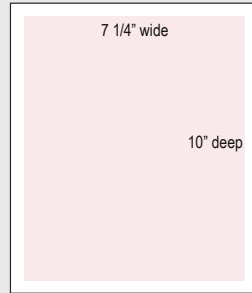
ADVERTISING UNITS & SPECIFICATIONS



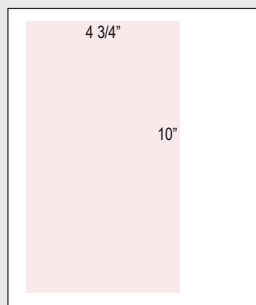
Full Page, Bleed



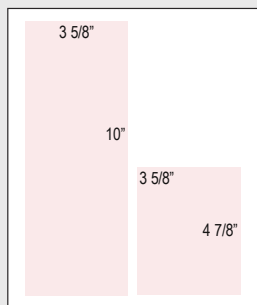
Trim Size
(Non Bleed)



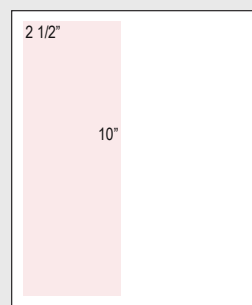
Full Page



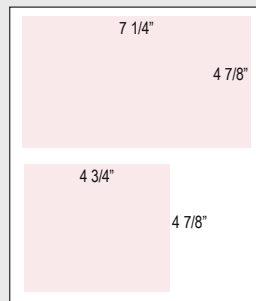
2/3 Page Vertical



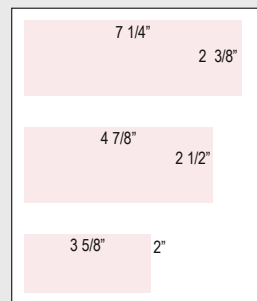
1/2 Page Vertical
1/4 Page, Vertical



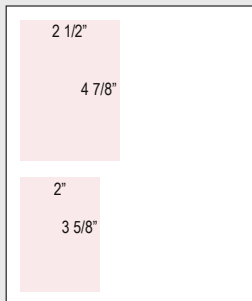
1/3 Page Vertical



1/2 Page, Horizontal
1/3 Page, Square



1/4 Page, Horizontal
1/6 Page, Horizontal
1/8 Page, Horizontal



1/6 Page, Vertical
1/8 Page, Vertical

MECHANICAL REQUIREMENTS

TRIM SIZE

8.25" x 10.875"

SAFETY MARGINS

Keep essential matter 3/8" from trim size. Keep all live matter 1/4" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

SCREEN

133-line screen
320% maximum ink density

PRINTING PROCESS

Web offset on coated publication paper

BINDING

Saddle-stitched

REQUIRED FORMAT

PDF/X-1A with all fonts and art embedded

PDF files must be converted to CMYK (or grayscale for B&W ads), at least 300 dpi and created to correct ad size dimensions, including bleed.

ELECTRONIC SUBMISSION OF ADVERTISING MATERIAL

Send PDF files to
ad@todayspawnbroker.com

If you have any questions about file preparation or its submittal, please contact the Art Director at ad@todayspawnbroker.com or call (772) 232-8888 ext 103.

CONTACT:

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ADVERTISING TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in TODAY'S PAWNBROKER MAGAZINE (the "Magazine") published by Dekos Publishing LLC (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in advertiser index.

3. The Publisher will not be liable for any error, misprint or non-appearance of an advertisement, unless caused by the negligence of the Publisher. The Publisher is not liable for printed quality of an advertisement if submission does not follow mechanical requirements. It is the responsibility of the Advertiser to check the accuracy of an advertisement. Where an error is caused by the Publisher, this will be remedied by a re-insertion of the advertisement in the following issue or a proportionate refund.

4. All rates are net rates and are non-commissionable. Advertiser is subject to the rate

card in effect at the time of initial placement. Contract rates are not increased mid-term if the rate card changes.

5. Cancellation must be received in writing 30 days prior to publication date. There is no guarantee of cancellation after that time. If a cancellation is honored within the 30 day period, advertiser will be billed at 50% of insertion costs.

6. If Advertiser/Agency fails to provide copy changes by material due date, the advertisement from the previous issue will be inserted.

7. Advertisers may request specific placement but with no guarantee. Placement requests honored will be done at no additional charge to the advertiser.

8. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.

9. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become

necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.

10. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

11. Creative work produced by Publisher remains the sole property of Publisher.

12. First-time display advertisers are required to submit payment before publication date. For other display advertisers, invoices are mailed with tear sheets. Payment is due and payable upon receipt. No ads will be run if an outstanding balance exists 30 days prior to the next publication date.

TODAY'S
PAWNBROKER

TODAYSPAWNBROKER.COM

*Get the Attention You Deserve...
Advertise in EVERY ISSUE of*

**TODAY'S
PAWNBROKER
BUYER'S GUIDE**

KEEP YOUR NAME IN FRONT OF THE INDUSTRY
ALL YEAR LONG... **FOR AS LITTLE AS \$30 PER ISSUE!**



YES! I want to get more business from pawnbrokers. Please list my company in the Buyer's Guide.

Select one of the following options:

STANDARD

Listing appears in print and online at todayspawnbroker.com

- 1 year \$120
- 2 years \$240
- 3 years \$360

ENHANCED

Listing appears in print and online at todayspawnbroker.com + Add 1 photo online

- 1 year \$145
- 2 years \$290
- 3 years \$435

PREMIUM

Listing appears in print and online at todayspawnbroker.com + Add up to 3 photos, logo and 50-word description of company or product to online listing

- 1 year \$185
- 2 years \$370
- 3 years \$555

Category: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

LISTING INFORMATION

YOUR CONTACT INFORMATION:

Name: _____ Position: _____

Telephone: _____ Email: _____

Authorizing Signature: _____

Mail this form with your check or money order to:

Today's Pawnbroker
P.O. Box 610
Lady Lake, FL 32158

FOR ENHANCED OR PREMIUM LISTINGS:

Send photo(s), logo and 50-word description to advertising@todayspawnbroker.com

(772) 232-8888 • TODAYSPAWNBROKER.COM