



# ANTIQUES

And The Arts Weekly

**Published and Mailed Every Tuesday**

## DISPLAY ADVERTISING

**DISPLAY DEADLINE: FRIDAY 10 A.M.**

FULL PAGE .....	9.75" w x 13.75" .....	\$1,390.00
3/4 Page .....	9.75" w x 10.25" .....	\$1,120.00
1/2 pg Vertical .....	5.75" w x 11.5" .....	\$760.00
1/2 pg Horizontal .....	9.75" w x 6.75" .....	\$760.00
1/3 pg Vertical .....	5.75" w x 7.5" .....	\$495.00
1/3 pg Horizontal .....	9.75" w x 4.5" .....	\$495.00

1/4 pg Vertical .....	3.75" w x 8.5" .....	\$410.00
1/4 pg Horizontal .....	9.75" w x 3.25" .....	\$410.00
1/4 pg Square .....	5.75" w x 5.75" .....	\$410.00
1/6 pg Vertical .....	3.75" w x 5.5" .....	\$285.00
1/6 pg Horizontal .....	5.75" w x 3.75" .....	\$285.00
1/8 pg Vertical .....	3.75" w x 4.25" .....	\$220.00
1/8 pg Horizontal .....	9.75" w x 1.75" .....	\$220.00

Column Widths: 1 = 1.75" 2 = 3.75" 3 = 5.75" 4 = 7.75" 5 = 9.75"

**Display Ads Up to 6 Col Inches: \$21 per column inch**

## AUCTION ADVERTISING

**EARLY DEADLINE: THURSDAY 10 A.M.**

**REGULAR DEADLINE: FRIDAY 5 P.M.**

### Early Auction Rate

Full page .....	9.75" w x 13.75" .....	\$1150.00
3/4 page .....	9.75" w x 10.25" .....	\$870.00
2/3 V .....	6.5" w x 13.75" .....	\$775.00
2/3 H .....	9.75" w x 9" .....	\$745.00
1/2 V .....	6.5" w x 10.25" .....	\$590.00
1/2 H .....	9.75" w x 6.75" .....	\$590.00
1/3 V .....	3.125" w x 13.75" .....	\$420.00
1/3 H .....	9.75" w x 4.5" .....	\$420.00
1/3 Sq. ....	6.5" w x 6.75" .....	\$420.00
1/4 V .....	3.125" w x 10.25" .....	\$335.00
1/4 H .....	9.75" w x 3.25" .....	\$335.00
1/4 Sq. ....	6.5" w x 5" .....	\$335.00
1/6 page .....	3.125" w x 6.75" .....	\$230.00
1/8 page .....	3.125" w x 5" .....	\$185.00

### Regular Auction Rate

Full page .....	9.75" w x 13.75" .....	\$1300.00
3/4 page .....	9.75" w x 10.25" .....	\$995.00
2/3 V .....	6.5" w x 13.75" .....	\$895.00
2/3 H .....	9.75" w x 9" .....	\$845.00
1/2 V .....	6.5" w x 10.25" .....	\$680.00
1/2 H .....	9.75" w x 6.75" .....	\$680.00
1/3 V .....	3.125" w x 13.75" .....	\$455.00
1/3 H .....	9.75" w x 4.5" .....	\$455.00
1/3 Sq. ....	6.5" w x 6.75" .....	\$455.00
1/4 V .....	3.125" w x 10.25" .....	\$360.00
1/4 H .....	9.75" w x 3.25" .....	\$360.00
1/4 Sq. ....	6.5" w x 5" .....	\$360.00
1/6 page .....	3.125" w x 6.75" .....	\$250.00
1/8 page .....	3.125" w x 5" .....	\$200.00

Column Widths: 1 = 3.125" 2 = 6.50" 3 = 9.75"

**Auction Ad Up to 4 Col Inches: Early Ad - \$24.00 per col inch Regular Ad - \$27.00 per col inch**

NOTE: Advanced Deadlines for Holiday Weeks Will Be Announced in the Paper

**EDITORIAL DEADLINE: THURSDAY 10 A.M.**

Advertising: [ads@thebee.com](mailto:ads@thebee.com) • Editorial: [antiques@thebee.com](mailto:antiques@thebee.com) • Phone: 203-426-8036 • Fax 203-426-1394

### SUBSCRIPTION INFORMATION

1 Year \$96 2 Years \$170 5 Years \$425

203-426-3141 • [subscriptions@thebee.com](mailto:subscriptions@thebee.com) • [www.antiquesandthearts.com/subscribe](http://www.antiquesandthearts.com/subscribe)

**The Bee Publishing Co., 5 Church Hill Rd, Newtown, CT 06470**

EFFECTIVE FEBRUARY, 2026



# ANTIQUES And The Arts Weekly

## PREMIUM PAGE PRICING

**PREMIUM PAGES** (9.75" x 13.75")  
\$1,445

- **Inside** Front & Back Cover
- **Page 3**
- **Facing Q&A**
- **First Page of Auction Section**
- **First 2 Page Spread of Auction Section**
- **Back Cover** ..... \$1,550

- Qualifies you for Bundle Pricing on ALL web ads at [www.antiquesandthearts.com](http://www.antiquesandthearts.com)
- Add a digital ad for an additional \$185 /week
- All bundled web ads will run for 7 days (Monday through Sunday)
- Advertised Events will get a FREE Event listing on our website
- **PREMIUM POSITION AD DEADLINE: THURSDAY 10 A.M., ONE WEEK EARLIER THAN REGULAR AD**

## MECHANICAL REQUIREMENTS

### OFFSET/Coldset

All camera-ready ads should be submitted in a PDF format with the following requirements:

1. It is recommended to use the Adobe PDF preset: PDF/X-1a:2001 when creating your PDF file.
2. All fonts must be embedded.
3. Photos and artwork should be at least 300 dpi. We cannot be responsible for the quality of any photos or artwork with less than 150 dpi.
4. All color must be set up in CMYK.
5. **All black text must be black ink only**, not Rich Black or Registration. The black color swatch should read as 0% Cyan, 0% Magenta, 0% Yellow, 100% Black.
6. All color photos should be converted to CMYK with a total ink limit of 280%.
7. All black and white photos should be converted to grayscale with a 30% dot gain.
8. Documents should be set up to the correct final size.
9. We do not have bleed on advertising.
10. Transparencies should be flattened.

## GENERAL TERMS

### All Advertising Accepted Subject to Revision & Approval

*All rates net payment with ad unless credit established.  
MasterCard, Visa, and Discover available.*

All "Going Out Of Business" advertisements pre-paid.

**New Accounts:** Credit references are required of all new accounts. 30 day terms will only be extended after credit has been checked and approved.

**Credit Policy:** Due upon receipt. A charge of 1½ % may be added to invoices not paid within 30 days. All payment must be made in U.S. dollars.

**Cancellations:** Notification of cancellation must be received prior to deadline in writing.

**Publisher's Copy Protective Clause:** Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. The publisher is not responsible for errors in pub set ads and/or corrections.

We will not be responsible for reproduction quality if advertising materials fail to conform to publisher's specifications and/or deadlines. If materials are incorrectly sized, publisher reserves the right to alter them to fit publication's format. Artwork produced by The Bee Publishing Company is non-commissionable. Except for those parts supplied by the advertiser, no ad or any part of an ad as it appears in these publications may be reproduced in any other advertising medium without the express permission of the publisher. A minimum of \$50.00 may be charged for the release of artwork, camera work or typesetting produced by The Bee Publishing Company. Publisher cannot be responsible for the accuracy of any advertising copy transmitted verbally.

**Please note:** For color print ads the color in the final printed version may vary slightly because of different printing conditions. We cannot guarantee an exact color match. Ad photos viewed on a computer monitor will not look the same as they will appear when printed.

**Advertiser's Liability:** Publisher holds both advertiser and advertising agency jointly liable for payment.

*Advertisers will be presumed to have read this rate card and agree to its conditions without further notice.*

**Published by The Bee Publishing Company  
5 Church Hill Road, Newtown, CT. 06470**

**EFFECTIVE FEBRUARY, 2026**



# ANTIQUES

And The Arts Weekly

## ONLINE Advertising Rates

[www.antiquesandthearts.com](http://www.antiquesandthearts.com)

### BILLBOARD AD

(970w x 250h pixels)

**REGULAR RATE:** \$395/week

**BUNDLE RATE:** \$280/week if you have a ½ page or larger ad in paper.

**SPECIAL BUNDLE RATE** for full page advertisers: \$230/week

**Position:** Top of the popular *Calendar* page as well as *About*, *FAQ*, *Subscribe*, *Picker*, *Archive*, and *My A&A*

**Links to:** URL of your choice

Your ad rotates with up to three other advertisers

### UPCOMING EVENTS EMAIL BLAST

(600w x 165h pixels)

**RATE:** Top: \$180, Bottom: \$150 • One available per week.

**Position:** Ad goes in our Thursday editorial email featuring events taking place that weekend.

**Links to:** URL of your choice

### HEADLINE NEWS EMAIL BLAST

(708w x 166h pixels)

**RATE:** \$550/week

**Position:** Ad goes in our Wednesday editorial email featuring our top headlines of the week.

**Links to:** URL of your choice

### FILMSTRIP AD

(300w x 600h pixels)

**REGULAR RATE:**

\$225/week

**BUNDLE RATE:**

\$190/week

with a ¼ page or larger print ad the same week.

**Position:** Right hand side of the *Home Page*, adjacent to feature articles and appears on nearly all other pages.

**Links to:** URL of your choice

Your ad rotates with up to three other advertisers

All bundled web ads will run for 7 days (Monday through Sunday)

### EXCLUSIVE EMAIL BLAST

(650w x 1200h pixels)

**RATE:** \$599/day

**Links to:** URL of your choice

January 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Jan 2	Dec 18	Dec 18	Dec 19	Dec 19	Dec 23
Jan 9	<b>Holiday Deadline Mon., Dec. 22</b>	<b>Holiday Deadline Mon., Dec. 22</b>	<b>Holiday Deadline Tues., Dec. 23</b>	<b>Holiday Deadline Tues., Dec. 23</b>	Dec 30
Jan 16	<b>Holiday Deadline Mon., Dec. 29</b>	<b>Holiday Deadline Mon., Dec. 29</b>	<b>Holiday Deadline Tues., Dec. 30</b>	<b>Holiday Deadline Tues., Dec. 30</b>	Jan 6
Jan 23	Jan 8	Jan 8	Jan 9	Jan 9	Jan 13
Jan 30	Jan 15	Jan 15	Jan 16	Jan 16	Jan 20

\*Christmas Observed • Thurs., Dec 25  
\*New Year Observed • Thurs., Jan 1

July 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
July 3	June 18	June 18	June 19	June 19	June 23
July 10	June 25	June 25	June 26	June 26	June 30
July 17	July 2	July 2	<b>Holiday Deadline Thurs., July 2</b>	<b>Holiday Deadline Thurs., July 2</b>	July 7
July 24	July 9	July 9	July 10	July 10	July 14
July 31	July 16	July 16	July 17	July 17	July 21

\*Independence Day Observed • Fri., July 3rd

February 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Feb 6	Jan 22	Jan 22	Jan 23	Jan 23	Jan 27
Feb 13	Jan 29	Jan 29	Jan 30	Jan 30	Feb 3
Feb 20	Feb 5	Feb 5	Feb 6	Feb 6	Feb 10
Feb 27	Feb 12	Feb 12	Feb 13	Feb 13	Feb 17

August 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Aug 7	July 23	July 23	July 24	July 24	July 28
Aug 14	July 30	July 30	July 31	July 31	Aug 4
Aug 21	Aug 6	Aug 6	Aug 7	Aug 7	Aug 11
Aug 28	Aug 13	Aug 13	Aug 14	Aug 14	Aug 18

March 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
March 6	Feb 19	Feb 19	Feb 20	Feb 20	Feb 24
March 13	Feb 26	Feb 26	Feb 27	Feb 27	Mar 3
March 20	Mar 5	Mar 5	Mar 6	Mar 6	Mar 10
March 27	Mar 12	Mar 12	Mar 13	Mar 13	Mar 17

September 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Sept 4	Aug 20	Aug 20	Aug 21	Aug 21	Aug 25
Sept 11	Aug 27	Aug 27	<b>Holiday Deadline Thurs., Aug 27</b>	<b>Holiday Deadline Thurs., Aug 27</b>	Sept 1
Sept 18	Sept 3	Sept 3	Sept 4	Sept 4	Sept 8
Sept 25	Sept 10	Sept 10	Sept 11	Sept 11	Sept 15

Labor Day • Mon., Sept 7

April 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
April 3	Mar 19	Mar 19	Mar 20	Mar 20	Mar 24
April 10	Mar 26	Mar 26	Mar 27	Mar 27	Mar 31
April 17	Apr 2	Apr 2	Apr 3	Apr 3	Apr 7
April 24	Apr 9	Apr 9	Apr 10	Apr 10	Apr 14

October 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Oct 2	Sept 17	Sept 17	Sept 18	Sept 18	Sept 22
Oct 9	Sept 24	Sept 24	Sept 25	Sept 25	Sept 29
Oct 16	Oct 1	Oct 1	Oct 2	Oct 2	Oct 6
Oct 23	Oct 8	Oct 8	Oct 9	Oct 9	Oct 13
Oct 30	Oct 15	Oct 15	Oct 16	Oct 16	Oct 20

May 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
May 1	Apr 16	Apr 16	Apr 17	Apr 17	Apr 21
May 8	Apr 23	Apr 23	Apr 24	Apr 24	Apr 28
May 15	Apr 30	Apr 30	May 1	May 1	May 5
May 22	May 7	May 7	May 8	May 8	May 12
May 29	May 14	May 14	May 15	May 15	May 19

November 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Nov 6	Oct 22	Oct 22	Oct 23	Oct 23	Oct 27
Nov 13	Oct 29	Oct 29	Oct 30	Oct 30	Nov 3
Nov 20	Nov 5	Nov 5	Nov 6	Nov 6	Nov 10
Nov 27	Nov 12	Nov 12	Nov 13	Nov 13	Nov 17

June 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
June 5	<b>Holiday Deadline Wed., May 20</b>	<b>Holiday Deadline Wed., May 20</b>	<b>Holiday Deadline Thurs., May 21</b>	<b>Holiday Deadline Thurs., May 21</b>	May 26
June 12	May 28	May 28	May 29	May 29	June 2
June 19	June 4	June 4	June 5	June 5	June 9
June 26	June 11	June 11	June 12	June 12	June 16

\*Memorial Day • Mon., May 25

December 2026					
Issue Date	Premium Adv Thursdays 10am	Early Auction Editorial Thurs. • 10am	Display Adv Fridays 10am	Regular Auction Fridays 5pm	Mail Date
Dec 4	Nov 19	Nov 19	Nov 20	Nov 20	Nov 24
Dec 11	<b>Holiday Deadline Tues., Nov 24</b>	<b>Holiday Deadline Tues., Nov 24</b>	<b>Holiday Deadline Wed., Nov 25</b>	<b>Holiday Deadline Wed., Nov 25</b>	Dec 1
Dec 18	Dec 3	Dec 3	Dec 4	Dec 4	Dec 8
Dec 25	Dec 10	Dec 10	Dec 11	Dec 11	Dec 15

\*Thanksgiving • Nov 26  
The Bee Office will be closed Fri., Nov 27