



2027 MEDIA KIT

Reaching the people who collect, study, preserve, and trade in American military history — in print, in their inboxes, and online.

91,000+

FACEBOOK FOLLOWERS
CIVIL WAR NEWS

Nearly 8,000

EMAIL
SUBSCRIBERS

3,000+

PRINT CIRCULATION
PER ISSUE

10,000

CIVIL WAR DEALERS
DIRECTORY COPIES

95,000+

GOOGLE APPEARANCES
10 WEBSITES · 28 DAYS

+12%

GROWTH IN GOOGLE VISITS
LAST 28 DAYS

Facebook follower count, September 15, 2026 · Constant Contact, September 2026 · Google Search Console, August 18 – September 14, 2026 · Definitions on page 4

IN PRINT *Civil War News · Military Antique Collector · Civil War Dealers Directory*

ONLINE *CivilWarNews.com · MilitaryAntiqueCollector.com · CivilWarNewsMagazine.com · CivilWarDealers.com · CivilWarEvents.com · CivilWarArtillery.com · ArtifactSearch.com · RelicsofWar.com · HistoricalPublicationsLLC.com — and our companion heritage site, CharlestonintheWar.com*

Call 800-777-1862 · info@historicalpublicationsllc.com

We'll help you pick the right place to start.

PRICES AT A GLANCE

Start Where You Are

Whether you want one ad before a show or a full year everywhere we publish, here is what it costs.

CIVIL WAR DEALERS
DIRECTORY

from \$150

display ad, for the year's edition

CIVIL WAR NEWS

from \$190

per issue at six issues (\$210 for one)

MILITARY ANTIQUE COLLECTOR

from \$395

per issue at six issues (\$475 for one)

DEDICATED EMAIL BLAST

\$295

two sends for \$475

WEBSITE ADVERTISING

from \$95

a month, across our network

CIVILWARDEALERS.COM
LISTING

\$125

a year + \$125 one-time sign-up

THREE GOOD PLACES TO START

DIRECTORY PRESENCE

\$525 a year

Your Directory ad, your CivilWarDealers.com listing with sign-up fee waived, and three months as a Featured Dealer.

Saves \$145 (21.6%)

DEALER GROWTH

\$4,995 a year

Six issues of *Civil War News*, a full-page Directory ad, a year of website advertising, Featured Dealer placement, and a two-send email campaign.

Saves \$1,315 (20.8%)

EVENT AND SHOW PROMOTION

\$975 per event

A sponsored CivilWarEvents.com listing, three months of website ads, two issues of *Civil War News*, and a "Save the Date" plus "Coming This Weekend" email pair.

Saves \$230 (19.1%)

All nine packages start on page 8.

HOW TO BOOK

Call 800-777-1862, email info@historicalpublicationsllc.com, or return the order form on page 19.

Directory reservations close November 10, 2026.

One Audience, Reached Three Ways

In print, in their inboxes, and online — with one order.

The people who read *Civil War News* are the same people who walk the aisles at shows, search for their next piece late at night, and open an email when a sale date is announced. We reach them in all three places, and one order puts you in front of them in each.

WE KNOW THIS MARKET

Civil War News began in 1974 as *The Civil War Book Exchange*. It served readers for decades as a monthly newspaper and became a magazine in 2024, now published six times a year. *Military Antique Collector* joined it in 2022. The *Civil War Dealers Directory* and *CivilWarDealers.com*, online since 2000, have connected collectors with established dealers for more than a quarter century.

YOUR AD SITS BESIDE MATERIAL READERS KEEP

Our pages carry preservation news, research, book reviews, event coverage, and the objects themselves. The Directory is made to be kept and used all year, not read once and recycled.

EVERYTHING RUNS THROUGH ONE OFFICE

One call, one order, one invoice — print, Directory, email, and websites together.

ADVERTISING STAYS ADVERTISING

- Every paid placement is labeled "Advertisement" or "Sponsored."
- Paid placement never influences what we write, and it never changes the order of search results on *ArtifactSearch.com*.
- We don't sell our readers' information, and our website advertising doesn't follow people around the internet.

YOU SEE WHAT YOU PAID FOR

Website and email campaigns come with a report of what was delivered — views, clicks, and dates. We report honestly, and we don't promise sales, leads, or a number of clicks we can't control.

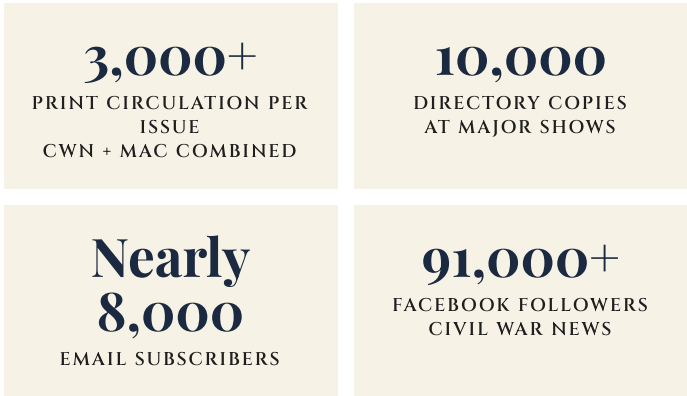
A GROWING AUDIENCE

Google visits to our websites grew **12%** in the last 28 days, and our strongest week yet came in September. Over the next 12 months the network is projected to exceed **1.3 million** Google search appearances.

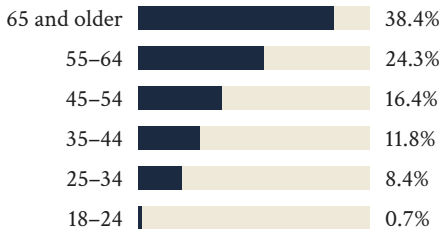
The Numbers, and What They Mean

Each figure is reported on its own, with its source and date.

PRINT AND EMAIL

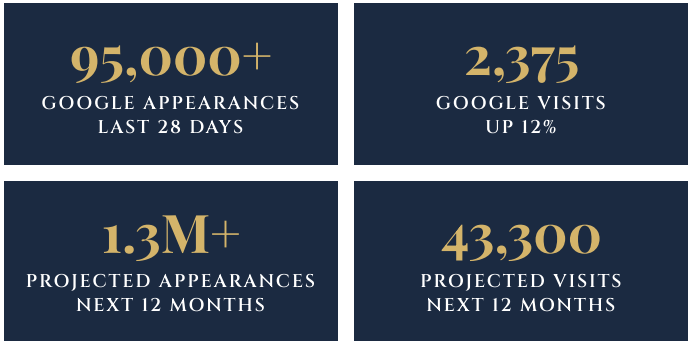


FACEBOOK AUDIENCE BY AGE



79% are 45 or older, and 91.1% are in the United States. As reported by Facebook, September 2026; describes Facebook followers only.

GOOGLE SEARCH — OUR 10 WEBSITES



- **CivilWarArtillery.com** appeared in Google results 65,772 times in the last 28 days.
- **CivilWarEvents.com** visits from Google search rose 91%.
- **HistoricalPublicationsLLC.com** visits from Google search rose 88%.

Google Search Console, August 18 – September 14, 2026, compared with the preceding 28 days; includes CharlestonintheWar.com. Projections are estimates, not guarantees. Appearance projection assumes about 3% monthly growth; visit projection extends each site's own recent trend.

WHAT THESE WORDS MEAN

TERM	MEANING
Google search appearance	One time one of our pages was shown in a Google search result, as counted by Google. It is not a visit.
Google search visit	One click from a Google search result to one of our pages. Visitors from Facebook, email, and bookmarks are not included.
Browser visit	A page load by a web browser, from any source. We will publish these once we have enough clean, bot-free data.
Facebook follower	An account following the <i>Civil War News</i> page on the date shown. Facebook decides how many followers see any one post.
Email subscriber	An active address on our email list on the date shown. Not every subscriber opens every email.
Print circulation	Copies of each magazine issue distributed to subscribers and buyers.
Directory distribution	Copies of the annual Directory printed and handed out, one edition a year.
Sponsored placement	A paid position, always labeled, kept separate from our articles and from ArtifactSearch search results.
Impression	One showing of a website ad to a real visitor, counted when at least half of the ad is on screen for one second, after automated traffic is filtered out.
Click	One filtered click on an ad that takes the visitor to the advertiser's website.
Campaign flight	The dates an advertisement is scheduled to run, from start to finish.

Civil War News

Six issues a year. Every ad in full color at no extra charge.

Founded in 1974 as *The Civil War Book Exchange*, *Civil War News* was a monthly newspaper for decades before becoming a magazine in 2024. Each issue brings readers preservation news, research and columns, book reviews, and coverage of shows, seminars, and living-history events. Its readers buy books and artifacts, travel to battlefields and events, and support preservation — the readers most dealers, auction houses, publishers, and show promoters want.

WHY IT WORKS

- **Quick turnaround** — mails about a month after the materials deadline.
- **Complimentary subscription** with any ad of 1/4 page or larger.
- **We can design your ad** at trade rates. Proofs are free.
- **Frequency discounts** reward staying in front of readers.

AD	SIZE (INCHES, W × H)	1×	2–4×	5–6×
Business card	3.5 × 2	\$210	\$200	\$190
1/6 page horizontal	4.916 × 2.333	\$420	\$400	\$350
1/6 page vertical	2.333 × 4.875	\$420	\$400	\$350
1/4 page horizontal	7.5 × 2.375	\$515	\$490	\$440
1/4 page vertical	3.5625 × 4.875	\$515	\$490	\$440
1/3 page square	4.916 × 4.875	\$600	\$565	\$530
1/3 page vertical	2.333 × 10	\$600	\$565	\$530
1/2 page horizontal	7.5 × 4.875	\$845	\$795	\$730
2/3 page vertical	4.916 × 10	\$995	\$950	\$895
Full page	7.5 × 10, or 8.625 × 11.25 bleed	\$1,630	\$1,525	\$1,390
Inside front cover	8.75 × 11.25 bleed	\$1,785	\$1,650	\$1,550
Inside back cover	8.75 × 11.25 bleed	\$1,685	\$1,550	\$1,450
Two-page spread	17.25 × 11.25 bleed	\$3,260	\$3,050	\$2,780

Cost per issue. Trim size 8.5 × 11 inches. The back cover is reserved for 2027.

WHICH SIZE IS RIGHT?

Many dealers begin with a business card or 1/6 page. If you're showing photographs of individual pieces, start at 1/4 page — smaller, and the objects are hard to see.

FREQUENCY PAYS

A full page in all six issues costs \$1,390 an issue instead of \$1,630, and readers who see you in every issue remember your name.

Military Antique Collector

Six issues a year, in full color on premium paper.

Published since 2022, *Military Antique Collector* is written for the serious collector of military antiques. Its articles come from recognized authors and museum and auction professionals, and its large color photographs show rare and unusual pieces in detail. Coverage runs from early American and European material through selected post-1898 artifacts, reaching collectors well beyond the Civil War.

AD	SIZE (INCHES, W × H)	1×	3×	6×
1/4 page	3.8125 × 5.0625	\$475	\$425	\$395
1/2 page horizontal	7.75 × 5.0625	\$750	\$695	\$650
Full page	8.5 × 11 (8.75 × 11.25 with bleed)	\$1,250	\$1,175	\$1,100
Two-page spread	17 × 11 (17.25 × 11.25 with bleed)	\$2,300	\$2,250	\$2,100

Cost per issue. Two insertions are billed at the 1× rate; three to five at the 3× rate; six at the 6× rate. Trim size 8.5 × 11 inches. All ads print in color at no extra charge.

BEST FOR

Auction houses; dealers in arms, edged weapons, uniforms, and insignia from any period; and publishers of reference books.

PAIR IT WITH CIVIL WAR NEWS

Advertisers who run in both magazines reach the Civil War specialist and the broader military-antique collector in the same season. The Auction House Authority, Publisher, and Network Partnership packages include both — see pages 9 and 10.

The Directory Collectors Keep

One edition a year. Ten thousand copies. Online all year.

The *Civil War Dealers Directory* gathers established dealers, auction houses, show promoters, museums, and publishers into one compact 5½ × 8½-inch reference. **Ten thousand copies are handed out at major Civil War shows across the country**, and the complete edition is free to read online at CivilWarDealers.com, where printed web and email addresses become clickable links. The 2026 edition ran 56 pages with 63 advertisers. A magazine ad is read once; a directory is consulted.

AD	SIZE (INCHES, W × H)	RATE
Text listing	Name, contact, specialties, website	Included with a listing
1/4 page	5 × 1.75	\$150
1/2 page	5 × 4	\$275
Full page	5.5 × 8.5 trim (5.75 × 8.75 with bleed)	\$495
Inside front cover	5.5 × 8.5 trim (5.75 × 8.75 with bleed)	\$650
Inside back cover	5.5 × 8.5 trim (5.75 × 8.75 with bleed)	\$650
Two-page spread	11 × 8.5 trim (11.25 × 8.75 with bleed)	\$895

One edition per year. Add 0.125 in. on each edge for full-bleed ads. The back cover is reserved.

2027 EDITION DEADLINES

Space reservation: **Tuesday, November 10, 2026**

Ad materials due: **Saturday, November 21, 2026**

Printed December 2026

CIVILWARDEALERS.COM LISTING

A hand-selected dealer directory, online since 2000. **\$125 a year**, plus a **\$125 one-time sign-up** covering profile set-up and verification, logo, contact details, website and social links, category placement, and activation. Includes a text entry in the printed Directory. Sign-up is waived with the Directory Presence, Print + Directory, Dealer Growth, and Network Partnership packages.

What we ask of listed dealers: an established business with a verifiable history, every item guaranteed authentic and as described, a five-day return policy, current inventory, and prompt replies to collectors. We don't list businesses that sell fakes or reproductions as originals.

PACKAGES

More Reach, One Order, a Better Price

Each package combines print, the Directory, email, and our websites into one order and one invoice. Every item is valued at its lowest regular price; free services such as ad design and reports are not counted. **Guaranteed:** positions, issues, dates, and labeling. **Not guaranteed:** views, clicks, email opens, Facebook reach, leads, and sales.

1 • Directory Presence		\$525 a year
<i>For dealers, suppliers, and appraisers getting started.</i>		
CivilWarDealers.com annual listing		\$125
One-time sign-up fee — waived		\$125
Directory 1/4-page ad, 2027 edition		\$150
Featured Dealer, 3 months		\$270
Value \$670 • You pay \$525		You save \$145 (21.6%)
Add: 1/2-page Directory ad (+\$125) • full page (+\$345) • Featured Dealer all year (+\$730)		
2 • Print + Directory		\$1,395 a year
<i>For dealers who want to be in every issue and in the Directory.</i>		
Civil War News business card, 6 issues		\$1,140
Directory 1/2-page ad		\$275
CivilWarDealers.com listing + sign-up fee waived		\$250
Value \$1,665 • You pay \$1,395		You save \$270 (16.2%)
Add: a 1/4 page instead of a business card (+\$1,500) • a year of website rectangle ads (+\$950) • a two-send email (+\$475)		
3 • Digital Visibility		\$2,750 a year
<i>For dealers whose customers shop online.</i>		
Website leaderboard ad across the network, 12 months		\$1,450
Website rectangle ad across the network, 12 months		\$950
Featured Dealer, 12 months		\$1,000
Web ads built from your artwork; monthly report		Included
Value \$3,400 • You pay \$2,750		You save \$650 (19.1%)
Your ads rotate with no more than 11 other advertisers in each position.		

PACKAGES

4 • Dealer Growth

\$4,995 a year

For established dealers ready to be seen everywhere we publish.

Civil War News 1/4 page, 6 issues	\$2,640
Directory full-page ad	\$495
CivilWarDealers.com listing + sign-up fee waived	\$250
Website leaderboard ad, 12 months	\$1,450
Featured Dealer, 12 months	\$1,000
Two-send email campaign	\$475
Web ads and email layout from your material	Included
Value \$6,310 · You pay \$4,995	You save \$1,315 (20.8%)

Add: *Military Antique Collector* 1/4 page, 6 issues (+\$2,370) · a category sponsorship (+\$1,250) · a Directory inside cover instead of a full page (+\$155)

5 • Auction House Authority

\$7,495 a year

For auction companies with sales throughout the year.

Civil War News 1/4 page, 6 issues	\$2,640
Military Antique Collector 1/4 page, 6 issues	\$2,370
Directory full-page ad	\$495
Category sponsorship in your specialty, 12 months	\$1,250
Homepage auction feature, 4 weeks across your sales	\$600
Auction catalog showcase, up to 4 sales	\$1,180
Two-send email campaigns for 2 sales	\$950
Auction report; ad and email layout	Included
Value \$9,485 · You pay \$7,495	You save \$1,990 (21.0%)

Add: another catalog showcase (+\$295) · extra featured lots (\$25 a lot, a week). Catalogs, lot photographs, and prices realized appear only with your written permission. Category sponsorship and catalog showcases begin when those features launch in 2027.

6 • Event and Show Promotion

\$975 per event

For show promoters and event organizers.

Sponsored listing on CivilWarEvents.com	\$75
Website rectangle ad, 3 months	\$255
Civil War News business card, 2 issues	\$400
"Save the Date" + "Coming This Weekend" email pair	\$475
Value \$1,205 · You pay \$975	You save \$230 (19.1%)

Book at least 90 days before your event to catch two issues.

PACKAGES

7 · Museum, Preservation, and Nonprofit Outreach

\$1,650 a year

For verified 501(c)(3) museums, battlefield and preservation organizations, and historical societies.

Sponsored listings on CivilWarEvents.com, 6 events	\$450
Website rectangle ad, 12 months	\$950
Sponsored content card, 3 months	\$470
One dedicated email blast	\$295
Directory 1/4-page ad	\$150
Value \$2,315 · You pay \$1,650	You save \$665 (28.7%)

8 · Publisher, Book, and Reference Promotion

\$3,395 for 6 months

For authors, publishers, and producers of reference works.

Civil War News 1/4 page, 3 issues	\$1,470
Military Antique Collector 1/4 page, 3 issues	\$1,275
Featured Artifact spotlight for your book, 60 days	\$249
Sponsored content card, 6 months	\$940
One dedicated email blast	\$295
Value \$4,229 · You pay \$3,395	You save \$834 (19.7%)

Book reviews are editorial decisions and are never part of a package.

9 · Network Partnership

\$16,995 a year

For the largest dealers, auction houses, and institutions. Two available in 2027.

Civil War News full page, 6 issues	\$8,340
Military Antique Collector full page, 6 issues	\$6,600
Directory inside front or inside back cover	\$650
Homepage sponsorship on all nine network sites, one quarter	\$930
Premium section sponsorship, 12 months	\$1,950
Website leaderboard ad, 12 months	\$1,450
Featured Dealer, 12 months	\$1,000
Two-send email campaigns, twice	\$950
CivilWarDealers.com listing + sign-up fee waived	\$250
Value \$22,120 · You pay \$16,995	You save \$5,125 (23.2%)

Put an Event or a Sale in Front of Nearly 8,000 Readers

\$295

ONE DEDICATED EMAIL BLAST

\$475

TWO SENDS, SAME MESSAGE
"SAVE THE DATE" + "COMING THIS WEEKEND"

WHAT YOU GET

- An email sent only for you, laid out in our template from your text and photographs.
- Up to two rounds of changes, and a test copy to approve before anything is sent.
- Tracked links, so you can see the visits in your own website statistics.
- A report within seven days: sends, deliveries, and clicks on each link.

WHAT WORKS IN THIS MARKET

One strong photograph and a clear reason to act — a sale date, an exceptional piece, or a show with a map.

WHAT WE NEED FROM YOU

Subject line	Up to 60 characters
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Copy	Up to 250 words
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Images	One to four
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Call to action	One button
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Link	The web address it should open
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Booking	At least 14 days before the send
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Materials	7 business days before the send
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Approval	Your written approval 3 business days before
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FACEBOOK

- An approved email campaign may also be shared once on the *Civil War News* Facebook page, at no extra charge.
- No more than one sponsored post a week for any advertiser. Posts are at our discretion and subject to Facebook's rules.
- **We cannot post firearms, ammunition, firearm parts, or other restricted items on Facebook.**
- A website ad, Directory listing, or email campaign does not include a guaranteed Facebook post.

We don't guarantee open rates, clicks, leads, or sales. We send one dedicated blast a week, first booked, first scheduled, so your message never shares the inbox with another advertiser's that day.

Nine Websites, One Booking

WEBSITE	WHAT READERS FIND THERE
CivilWarArtillery.com	Reference on projectiles, cannon, fuzes, and inventors
CivilWarEvents.com	National calendar of shows, auctions, reenactments, seminars, and tours, plus museums and round tables
CivilWarDealers.com	Hand-selected dealer directory and the online <i>Civil War Dealers Directory</i>
ArtifactSearch.com	Search current items from participating dealers and auction houses, plus the sold archive
CivilWarNews.com	The <i>Civil War News</i> article archive
CivilWarNewsMagazine.com	The magazine's home: issues, departments, and events
MilitaryAntiqueCollector.com	The <i>Military Antique Collector</i> archive
RelicsofWar.com	Browse by war, price guides, and identification guides
HistoricalPublicationsLLC.com	Subscriptions, back issues, and the photo archive

PLACEMENT	SIZE	MONTH	QUARTER	YEAR
Leaderboard, site-wide on all nine sites	728 × 90 + 320 × 50 phone	\$145	\$390	\$1,450
Rectangle, site-wide on all nine sites	300 × 250	\$95	\$255	\$950
Homepage sponsorship — exclusive, all nine homepages*	970 × 250 or 728 × 90	\$345	\$930	\$3,450
Category or section sponsorship — exclusive*	300 × 250 + credit	\$125	\$340	\$1,250
Premium section sponsorship — exclusive* CivilWarArtillery.com projectiles, or the CivilWarEvents.com calendar	728 × 90 + 300 × 250 + credit	\$195	\$525	\$1,950
Sold archive and price guide sponsorship — exclusive*	300 × 250 + credit	\$125	\$340	\$1,250
Sponsored content card (up to 4 at a time)*	Photo, headline, short text	\$175	\$470	\$1,750

Leaderboard and rectangle ads rotate with no more than 11 other advertisers. The quarterly rate saves about 10%; the annual rate is billed as ten months. *Available in 2027 as these placements launch.

REPORTING

Every website campaign receives a report of views and clicks by site, placement, and month. Automated traffic is filtered out before we count.

WHAT WE DON'T DO

No pop-ups, no auto-playing sound, no ads disguised as articles, and no tracking you across other websites. We guarantee the placement and an honest report — not views, clicks, or sales.

Firearms, ammunition, and firearm-parts advertising is welcome across the network. It cannot be shared on Facebook.

Where Collectors Search for Their Next Piece

ArtifactSearch.com lets collectors search current items from participating dealers and auction houses in one place, then click through to the seller's own website to buy or bid. We take no commission and never handle the money.

30,800

ACTIVE LISTINGS

47

DEALERS AND AUCTION HOUSES

17,686

SOLD-ARCHIVE RECORDS

As of September 16, 2026.

WHAT COLLECTORS USE IT FOR

- Searching current inventory across many sellers at once.
- Researching what comparable pieces sold for in the sold archive.
- Browsing by category, era, country, and collection.
- Finding dealer and auction-company profiles and upcoming sales.

FEATURED PLACEMENTS

Featured Item — rotated through featured spots	\$25 a week
Featured Artifact spotlight — a page for one piece	\$149 / 30 days \$249 / 60 days
Featured Artifact on the homepage	\$399 / 30 days
Featured Dealer — top of your categories	\$100 a month \$1,000 a year

Always labeled; never changes search order.

FOR AUCTION HOUSES

Upcoming auction homepage feature	\$150 a week
Auction catalog showcase — cover, dates, bidding link, up to 12 featured lots, 60 days, then archived*	\$295 per sale
Additional featured lots	\$25 a lot, a week
Past-sales archive and prices-realized links	Included, with permission
Consignment callout	Rectangle or content-card rates
Auction campaign report	Included

*Available in 2027.

YOUR CATALOG, YOUR PERMISSION

We display catalogs, lot descriptions, photographs, logos, and prices realized only with the auction company's written permission.

Listing plans: being listed on ArtifactSearch.com is a separate plan from advertising. Call for current plan pricing.

Sponsor Charleston's History

CharlestonintheWar.com is a cited photographic and documentary reference on Charleston from 1670 to 1900 — historic photographs, places, maps, churches, plantations, rosters, primary sources, and tours. It is a separate heritage program with its own rates, for museums, historic sites, tour operators, and Charleston-area hospitality businesses.

SPONSORSHIP STAYS SEPARATE FROM THE HISTORY

Paid material appears only in clearly labeled sponsor sections. It never appears inside photographs, captions, rosters, transcriptions, or research pages, and no sponsor influences what the site says.

SPONSORSHIP	RATE
Heritage Partner — listing on the Heritage Partners page, logo and link in the Visiting section	\$600 a year
Museum or historic-site visitor profile — hours, admission, tickets, and directions in a labeled box on your site's page	\$300 a year
Plan Your Visit sponsor — exclusive credit and ad on the Visiting and Tours pages	\$150 a month \$405 a quarter · \$1,500 a year
Charleston event promotion — "Coming Up in Charleston" plus a CivilWarEvents.com sponsored listing	\$75 per event
Where to Stay and Dine — photo, short description, and link (six partners at most)	\$95 a month \$255 a quarter · \$950 a year
Preservation and nonprofit partner — reciprocal recognition for verified 501(c)(3) preservation organizations	No charge

2027 Founding Sponsor · Three Available	\$1,450
Heritage Partner, 12 months	\$600
Visitor profile or Stay and Dine card	\$300
Plan Your Visit sponsorship, one quarter	\$405
Two-send email campaign to the Historical Publications list*	\$475
Founding Sponsor recognition	Included
Value \$1,780 · You pay \$1,450 · Rate held through 2028	You save \$330 (18.5%)

*The Historical Publications email list reaches readers interested in the period nationwide, not only in Charleston. Charleston sponsorships open in 2027.

Website Ads

PLACEMENT	SIZE	ALSO SEND
Billboard	970 × 250 px	320 × 50 phone version
Leaderboard	728 × 90 px	320 × 50 phone version (required)
Rectangle	300 × 250 px	—
Half-page	300 × 600 px	300 × 250
Phone banner	320 × 50 px	—

FILES

- **Formats:** JPG, PNG, or WebP; simple GIF animation accepted.
- **Sharp screens:** send artwork at twice the size (for example, 1456 × 180 for a leaderboard).
- **File size:** 150 KB maximum, or 200 KB for double-size files.
- **Animation:** 15 seconds maximum and three loops, then stop. No sound, flashing, pop-ups, or expanding ads.
- **Description:** a short text description (up to 100 characters) for readers who use screen readers.

NOT ACCEPTED

- Fake buttons, fake close marks, or fake navigation.
- Tracking codes or third-party scripts.
- Anything made to look like one of our articles.

Link: send the web address your ad should open. We add the "Advertisement" label and tracking tags.

FEATURED LISTINGS AND CONTENT CARDS

	FEATURED DEALER / ITEM	SPONSORED CONTENT CARD
Image	Logo 400 × 400 px, or item photo 1200 × 1200 px	1200 × 675 px
Headline	60 characters	60 characters
Text	140 characters	140 characters
Button	Set by us	Up to 20 characters

EMAIL BLASTS

Subject up to 60 characters · copy up to 250 words · one to four images, 1200 px wide · one button · one main link.

FACEBOOK POSTS

Image 1080 × 1080 or 1080 × 1350 px · text up to 500 characters · no firearms, ammunition, or parts.

Magazine and Directory Ads

FILES WE ACCEPT

PDF (high quality, fonts embedded), EPS, TIF, PSD, Adobe Illustrator, or a packaged InDesign file. We can't use Word, Publisher, or PowerPoint files.

PHOTOGRAPHS

300–400 dpi at the size printed. Line art at least 600 dpi.

COLOR

All ads print in color at no extra charge.

SENDING YOUR AD

Email files to info@historicalpublicationsllc.com. For files over 10 MB, use our WeTransfer link or a shared Google Drive folder.

IF WE DESIGN YOUR AD

Send your text, photographs, logo, and any sketch. Design, typesetting, and photo work are billed at trade rates, quoted before we begin. Proofs are free, and two rounds of changes are included. Make sure you have the right to use every image and logo you send.

PUBLICATION	TRIM SIZE	FULL-PAGE BLEED FILE
<i>Civil War News</i>	8.5 × 11	Interior 8.625 × 11.25 · covers 8.75 × 11.25 · spread 17.25 × 11.25
<i>Military Antique Collector</i>	8.5 × 11	8.75 × 11.25 · spread 17.25 × 11.25
<i>Civil War Dealers Directory</i>	5.5 × 8.5	5.75 × 8.75 · spread 11.25 × 8.75

All sizes in inches. Magazine and Directory ad sizes are listed on pages 5–7. Keep type and logos at least 0.25 in. inside the trim.

ALL ADS ARE COLOR AT NO ADDITIONAL CHARGE

DEADLINES

2027 Advertising Deadlines

Space reservation is the date your signed order must reach us. Materials deadline is the last day we can accept your finished ad, or the material for us to build it.

CIVIL WAR NEWS AND MILITARY ANTIQUE COLLECTOR

ISSUE	SPACE RESERVATION	MATERIALS DEADLINE	MAILS
Jan/Feb 2027	Nov. 13, 2026	Nov. 18, 2026	Dec. 14, 2026
Mar/Apr 2027	Jan. 13, 2027	Jan. 22, 2027	Feb. 16, 2027
May/June 2027	Mar. 12, 2027	Mar. 19, 2027	Apr. 13, 2027
July/Aug 2027	May 13, 2027	May 21, 2027	June 15, 2027
Sept/Oct 2027	July 14, 2027	July 21, 2027	Aug. 13, 2027
Nov/Dec 2027	Sept. 14, 2027	Sept. 23, 2027	Oct. 15, 2027
Jan/Feb 2028	Nov. 12, 2027	Nov. 18, 2027	Dec. 14, 2027

Mailing dates are planned and may shift slightly with printer and postal schedules.

CIVIL WAR DEALERS DIRECTORY

EDITION	SPACE RESERVATION	MATERIALS DEADLINE	PRINTED
2027	Nov. 10, 2026	Nov. 21, 2026	December 2026

EMAIL

Book 14 days ahead · materials 7 business days before the send · written approval 3 business days before.

WEBSITES

Live within 3 business days of your signed order and approved artwork (featured and event listings within 2). Sponsorships begin on the 1st of the month.

Terms in Plain Language

1. **Acceptance.** All advertising is subject to our approval of its content, layout, and wording. We may decline or remove any advertisement.
2. **Labeling.** Every paid placement is identified as "Advertisement" or "Sponsored." Advertising never influences our articles, book reviews, or the order of ArtifactSearch.com search results.
3. **Your responsibility.** You confirm that you have the right to use everything in your ad and that it is accurate and lawful. You're responsible for any claim arising from it.
4. **Restricted items.** Firearms, ammunition, and firearm-parts advertising is accepted in print, in email, and on all nine network websites. It is not accepted in the CharlestonintheWar.com program and is never posted to Facebook. Reproductions must be described as reproductions.
5. **Payment.** Payment is due in full when you order. Packages over \$2,500 may be paid in 12 equal monthly installments by card. We accept check, money order, PayPal, and major credit cards; a 3.5% convenience fee applies to credit card payments. Make checks payable to Historical Publications LLC.
6. **Cancellations.** Print ads can't be canceled after the space-reservation deadline. Website placements can be canceled with 30 days' written notice; unused prepaid months are refunded, and months already used are billed at regular rates.
7. **If something goes wrong.** If a placement doesn't run as ordered because of our error, we'll extend it or credit you for the missed time. Our liability never exceeds the amount you paid for that placement.
8. **No performance guarantee.** We guarantee the placement, the dates or issues, and honest reporting. We don't guarantee views, clicks, opens, Facebook reach, leads, or sales.
9. **Catalogs and prices realized.** We display auction catalogs, lot photographs, logos, and prices realized only with written permission.
10. **2027 rate protection.** Orders signed by December 31, 2026 keep 2027 rates for the full contract term.
11. **Privacy.** We don't sell, rent, or share our readers' information. Each website's privacy policy explains what it measures.

ORDER FORM

2027 Insertion Order

Complete and return with payment, or call 800-777-1862.



ADVERTISER

Company or name

Person authorizing

Address · City, State, ZIP

Telephone

Email

Website

PACKAGE (CHOOSE ONE)

☐ Directory Presence \$525

☐ Print + Directory \$1,395

☐ Digital Visibility \$2,750

☐ Dealer Growth \$4,995

☐ Auction House Authority \$7,495

☐ Event and Show \$975

☐ Museum and Nonprofit \$1,650

☐ Publisher and Book \$3,395

☐ Network Partnership \$16,995

☐ Custom

PRINT

☐ Civil War News ☐ Military Antique Collector ☐ Civil War Dealers Directory

Ad size

Number of issues · starting with issue

Or these specific issues

WEBSITES

☐ Leaderboard ☐ Rectangle ☐ Homepage sponsorship ☐ Category sponsorship ☐ Premium section ☐ Sold archive sponsorship ☐ Content card ☐ Featured Dealer ☐ Featured Item ☐ Sponsored event listing

Months · start date

Category or section requested

Web address the ad should open

EMAIL

☐ One blast \$295 ☐ Two-send campaign \$475

Requested send date(s)

LISTING AND PAYMENT

☐ CivilWarDealers.com — \$125 a year + \$125 one-time sign-up

☐ Pay in full ☐ 12 monthly installments (packages over \$2,500)

Total

Signature

Date

By signing, you agree to the terms on page 18. Make checks payable to Historical Publications LLC · 3022 South Morgans Point Road, Suite 222 · Mount Pleasant, SC 29466.



Civil War News · Military Antique Collector · Civil War Dealers Directory

Jack W. Melton Jr.

3022 South Morgans Point Road, Suite 222

Mount Pleasant, SC 29466

800-777-1862

info@historicalpublicationsllc.com

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American military history. Call us, and we'll build the right plan
with you.*