

Each yellow box represents planned individual ad space. Each space is nominally 4" by 4".

SCNA's 2022 Showtime Gazette
shown below:



BE SURE TO PURCHASE YOUR ADVERTISING SPACE IN SCNA'S 2023 SHOWTIME GAZETTE BEFORE THE DEADLINE LISTED BELOW!

In 2022, SCNA introduced its Gazette (shown left), an innovative and acclaimed 22" w x 17" h flyer (size of a typical newspaper grocery store ad) that contained all the information our patrons needed while attending SCNA's 50th Anniversary Convention and Coin Show! You may recall that SCNA made a focused distribution of 5000 copies of the Gazette across South Carolina and the Southeast U. S. We mailed or delivered these to local coin shops and clubs, to major Dealers, to major shows, and of course made them available at the convention!

Due to the MANY requests the initial Gazette prompted, for 2023 SCNA is introducing a new planned layout* that features advertising space around central images of the Dealer Listing and the Bourse Layout. As shown here, the central brown box represents the Layout / Listing; the yellow boxes represent nominal 4.2" w by 4" h ad space around the central image. This is key "eye-catching" space because the listing and the layout are frequently referred to by show attendees. Current plans call for SCNA to have a second sheet that details all the Convention and show specials, such as the Super Saturday Seminars, the YN Coin Carnival, Special Guests, and Special Events.

A minimum of 5000 copies of this issue will be distributed to numismatic organizations across South Carolina and the Southeast. Distribution will begin in the late Spring of 2023 to allow a large lead time to "get the message out". Currently, distribution is planned to begin at Augusta Coin Club's May 2023 show. The nominal 4.2" x 4.0" advertising space costs \$250, which equates to 5 cents per copy with a 5000-copy run (the minimum number that will be printed and distributed). **Please note: Ad space is limited and will be allocated on a "first-come, first-served" basis. To secure a position in the queue, the Advertiser's submittal must include ad copy and payment.**

To improve foot traffic at Dealer tables, SCNA encourages advertisers to offer incentives in their ads, such as "10% off one item when you present this ad" or "Free Coin to YNs that come to our Table" or whatever incentive you choose.

DEADLINE FOR PUBLICATION: DUE TO THE LEAD TIME NECESSARY FOR PRINTING AND DISTRIBUTING THE GAZETTE, ADVERTISEMENT COPY AND PAYMENT MUST BE RECEIVED BY SCNA BEFORE MARCH 1, 2023. AD FEES WILL BE REFUNDED FOR AD CANCELLATION REQUESTS RECEIVED PRIOR TO MARCH 1, 2023. THERE WILL BE NO REFUND OF PAYMENT FOR CANCELLATIONS OCCURRING ON OR AFTER 3/1/23.

SEND PAYMENTS TO STEVE KUHL, PO BOX 293, NEW ELLENTON, SC, 29809
For additional information, Steve may be reached at: 803-645-1769 or scnanewsletter@gmail.com.

Terms & Conditions (T&Cs) apply to advertising in SCNA's Showtime Gazette. T&Cs are posted and can be accessed on the SCNA website at www.sc-na.org

*Planned Layout shown. Subject to change if conditions merit.