

Linn's Stamp NEWS

Is proud to partner with the
World Stamp Show – NY 2016



I NY

Linn's/World Stamp Show 2016: Show Preview Issue

Linn's Stamp
NEWS

Making a commitment to grow the hobby and to assist in the success of the World Stamp Show 2016 in NYC, the staff of *Linn's Stamp News* will publish a World Stamp Show 2016 Show Preview edition in April 2016.

Who will receive this Preview?

- It will be Mailed to:
 - Linn's current subscribers and expired/former subscribers
 - Amos Advantage product buyers
- Will have distribution at the show
- Digital Distribution
 - Linn's subscribers
 - Newsletter subscribers
 - Linns.com

Total distribution (print & digital) 100,000

What is the editorial line-up?

- News and highlights on the upcoming show
- Things to see and reasons to travel to the show
- Bourse Floor – dealer list and floor plan
- Auction and exhibit information
- Information on programs, workshops, speakers and seminars

NY Int'l Show Preview

Ad Size	Position	Rate
Full Page	General	\$ 1,600.00
Full Page	Back Cover	\$ 2,200.00
Full Page	IFC & Pg 3	\$ 4,000.00
Full Page	IBC	\$ 1,800.00
Half Page	General	\$ 850.00
Business Card	General	\$ 300.00

Ad Deadline: March 4th

Key positions:

- Back Cover
- Inside Back Cover
- Inside Front Cover and Page facing
- Page facing editors letter
- Page facing TOC
- Floor Plan
- Ads within the schedule



Linn's/World Stamp Show 2016: **The Show Daily**

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Linn's Stamp News has been chosen as the official publisher of the Show Daily magazine to be distributed during the World Stamp Show Event on Monday, Tuesday and Thursday of the show.

The Show Daily elevates your brand with the attendees of the World Stamp Show!

These are special issues that will be published and distributed only at the show. The Show Daily will have high collector interest because of the in-depth coverage including:

- Highlights from events at the show
- Show details and information
- Recaps from auction data along with market updates
- Things to see and do while at the show

IN ADDITION, each Show Daily will be something collectors will cherish and keep. With a limited distribution, it will surely have collector value to hobbyist.

Ask about our
discounted packages
for WSS 2016-NY



NY Int'l Show Daily Issues

Ad Size	# of issues	Total Cost
Full Page	3	\$2,700.00
Full Page	Back Cover	\$3,000.00
Full Page	IFC & Pg 3	\$5,500.00
Full Page	IBC	\$2,800.00
Half Page	General	\$1,650.00

Ad Deadline: April 1st

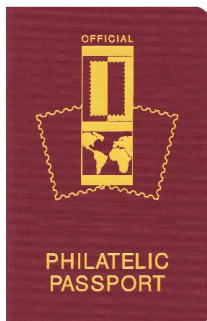
Key Positions:

- Back Cover
- Inside Back Cover
- Inside Front Cover and Page facing
- Centerspread
- Page facing TOC
- Page Facing Editor Letter/intro

Linn's/World Stamp Show 2016: **The Passport**

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FREE to show attendees, this passport is a great way to draw people to your booth and market yourself as an expert for a particular country



Collectors will seek to obtain a stamp and cancellation for every country included in the passport. This is great to:

- Build brand awareness – people refer back to these often
- Align your company as an expert in philately for a specific country or region
- Draw people to your booth for the show cancellation

NY International Show Passport

Ad Size	Position	Total Cost
Full Page	Country Pg	\$ 550.00
Full Page	Pg 2 - Not IFC	\$ 650.00
Full Page	Facing IBC	\$ 650.00
2 pg	Centerspread	\$ 1,200.00

Buy 3 or more pages and SAVE \$100 per page

Ad Deadline: April 1st

Key Positions:

- Page facing IBC
- Page 2
- Centerspread
- Country page

We are waiting on the final list of countries



Linn's/World Stamp Show 2016: **Passport Sponsor**

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Be a Co-sponsor of the Passport for bigger branding in the passport and online before the event

A great way to build branding and name awareness to a large group of collectors who are focused on new issues and updating their particular country albums.



Sponsorship includes:

- 5 full page ads in the Passport
.... targeting particular countries of your choice
- Featured as Passport Sponsor on Linns.com and pre-event digital promotions
- Exclusive sponsorship of pre-event email announcing the passport
- Articles and posts online promoting the passport
- Logo included in passport ads in *Linn's* leading up to the show

\$3500 per sponsor

Hurry – limited to 3 sponsorships



Linn's/World Stamp Show 2016: Digital Promotion

Linns.com WSS NY-2016 Landing Page:

- Dedicated page/section on Linns.com that includes
 - News and features about the show
 - Links to show bourse map, reservation details, etc. (links to WSS 2016-NY show site)
 - Advertiser Special/Dealer Information
 - (see next page for sample)
 - **Includes dealer profiles**

This will be heavily promoted leading up to the show:

- In Navigation Bar or in a prime location on every page on the site
- We will cross-promote this in our news and articles on the site and in print as well.

World Stamp Show NY 2016
May 28-June 4, 2016
Javits Center

Be a Part of History.

Welcome! Bienvenue 欢迎光临
Weikom Yokoso 非常欢迎
Καλώς ήλθατε selamat datang

HOTEL RESERVATIONS
Are now available.....[CLICK HERE](#)

FOR ALL YOUR DISCOUNT STAMP AND COIN SUPPLIES
SHOP NOW
SubwayStamp.com

Thank you for visiting the World Stamp Show-NY 2016 web site! This once-a-decade event takes place May 28 through June 4 at the Javits Center in New York City. Admission is free.



Linn's/World Stamp Show 2016: **Digital Company Profile** Linn's Stamp NEWS

Become a “Featured Company” on the Linn's/World Stamp Show Landing page so attendees can learn about you prior to attending the show

This company profile will be posted on Linns.com for the 5 months prior to the show, and you can:

- Drive people to your web site
- Promote Show Specials
- Upload press releases to your profile
- Have email/contact info so collectors can contact you directly

PROMOTION OF THE COMPANY PROFILE – YOU GET A DEDICATED EBLAST!

Leading up to the show, we will blast out to our **18,000** customers a dealer profile on your company. This will include:

1. Interview and article about your company
2. Email blast sent out to our customer database
3. Posted online for all visitors of Linns.com to read
4. An ad in the blast as well
\$1500 investment

Linn's Stamp NEWS

Helping you make the most of
the World Stamp Show 2016!



I NY