

BLADE

THE WORLD'S #1 KNIFE PUBLICATION
Classified Advertising, 700 E. State St., Iola, WI 54990-0001
Display: (715) 445-2214 • FAX: (715)445-4087 • E-mail: blade@krause.com
Classifieds: Toll-Free (800) 942-0673

All classified ads now reach thousands of collectors at www.collect.com at no additional charge!



Classified Advertising Order Form

BLADE LIST SELLS!

Buy! Sell! With Blade List Classified Marketplace
ONLY 60¢ per word (Minimum Order \$9.00 Per Ad Per Issue)

BE SURE YOU ENCLOSE YOUR PAYMENT WHEN YOU MAIL THIS ORDER

Classification # _____ (See other side for classifications)

Check here for entire ad in larger bold face type (see rates below)

YOUR COPY HERE: Please Print and Punctuate! (First two words in all ads set in bold face capitals FREE).

1 _____	2 _____	3 _____	4 _____	5 _____	6 _____	7 _____
8 _____	9 _____	10 _____	11 _____	12 _____	13 _____	14 _____
15 _____	16 _____	17 _____	18 _____	19 _____	20 _____	21 _____
22 _____	23 _____	24 _____	25 _____	26 _____	27 _____	28 _____
29 _____	30 _____	31 _____	32 _____	33 _____	34 _____	35 _____
36 _____	37 _____	38 _____	39 _____	40 _____	41 _____	42 _____
43 _____	44 _____	45 _____	46 _____	47 _____	48 _____	49 _____
50 _____	51 _____	52 _____	53 _____	54 _____	55 _____	56 _____

Please use an additional sheet of paper for larger ads.

BLADE LIST SELLS!

IMPORTANT - Include name and address above exactly as you wish it to appear. In all ads where you use a box number as your address, we require - **for our records only** - your complete name and street address below.

Name _____

Street _____

City _____ State _____ Zip _____

Daytime Phone # (_____) _____

Fax # (_____) _____

E-mail: _____

Payment Enclosed

Charge my MasterCard, VISA, American Express, Discover/Novus

Account # _____

Expiration Date _____

Signature _____

PAYMENT IN FULL MUST ACCOMPANY ORDER

CONSECUTIVE ISSUE FREQUENCY DISCOUNTS

1-2 Issues No Discount

3-6 Issues 15%

7-12 Issues. 20%

Total Words (in this ad) _____ x 60¢ = \$ _____

Or \$9.00 minimum charge (whichever is greater) = \$ _____

or **BOLD AD** = Total Words (in this ad) _____ x 80¢ = \$ _____

or \$12.00 minimum charge (whichever is greater) = \$ _____

Less Frequency Discount (see chart above) = \$ _____

Subtotal = \$ _____

Number of Issues x _____

Total Cost = \$ _____

These Terms Become Our Contract—So Read Them Carefully Before Submitting Your Ad

RATES - 60¢ per word. Minimum order is \$9.00 per ad per issue. See other side for Consecutive Issue Discounts. Ad will also be included on our www.collect.com site at no additional charge. Agency discounts cannot be granted.

POSITION - Position is not guaranteed and Publisher reserves the right to reclassify any ad submitted, but requests will be honored whenever possible. Ads will be placed only under regular headings determined by the Publisher.

HOW TO COUNT WORDS - Name and address included in ad must be counted as words in your ad. City and state count as one word each. Abbreviations such as C.O.D., F.O.B, U.S.A., P.O., 16mm are counted as one word (P.O. Box 392 counted as 3 words). Please PRINT and PUNCTUATE. Not responsible for errors due to longhand or illegible copy.

CLOSING DATES - Fourth Thursday of each month for the issue dated four months later. Ads may be changed prior to the closing date; you must include remittance for additional wordage. Please make checks payable to Blade. Ads may be cancelled prior to the closing date; credit will be granted for unused portion of original order.

STYLE - All advertisements are set uniformly. The first two words in every ad will be set in BOLD FACE capital letters at no charge. The entire ad may be set in larger bold face type for an additional 20¢ per word. Our display advertising rate card is available upon request to anyone wishing to plan a more distinctive advertisement or advertising program.

PAYMENT - Payment must be included with all ads or charged to MasterCard, VISA, Discover/Novus, or American Express. Payment accompanying an advertising order or in payment of an account must be provided in the form of U.S. funds check drawn on a U.S., Canadian or Mexican bank. Personal or company checks, bank money orders, cashier's checks or similar instruments drawn on foreign banks are not acceptable, whether payable in U.S. funds or the national currency, unless the total payment provided is sufficient to cover all bank clearing and foreign exchange charges.

BASICS - Advertising is accepted when published, and until published may be edited, revised or rejected by the Publisher. At these low rates, proofs of ads cannot be provided. By submitting an ad you agree to all the rates, terms and conditions in the classified rate card, as amended. Publisher will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space or billing or copy instructions that conflict with the Publisher's policies or rate card. Advertisers assume liability for all content (including illustration, photos and representations in text) of advertisements printed and agree to indemnify and hold the Publisher harmless from any claims, expenses or damages arising from the publication and distribution of their ads and ad content. Publisher's obligations are suspended for the duration of any strikes, accidents, fires, acts of terrorism, acts of God or other contingencies beyond the Publisher's control.

BLADE LIST CLASSIFICATIONS TO CHOOSE FROM

ANTIQUÉ FACTORY KNIVES

6010 American Knife Co.
6020 Baldwin Cutlery Co.
6025 Belknap Hardware Co.
6030 Bertram (C) Cutlery Co.
6035 Boker Germany
6040 Boker USA
6045 Bruckman (E) Cutlery
6050 Bruckmann, Solingen
6055 Burkinshaw Knife Co.
6060 Camillus
6065 Canton Cutlery Co.
6070 Case Brothers
6075 Cattaraugus
6080 Central City Knife Co.
6090 Christy Knife Co.
6095 Colonial Cutlery Co.
6100 Cripple Creek, USA
6105 Diamond Edge
6110 Eagle Pocket Knife Co.
6120 Eye Brand Knives
6125 George Wostenholm
6130 Gerber Legendary Blade
6135 Grohmann
6140 Heimerdinger Cutlery Co.
6150 Henry Sears 1865
6175 John Prindle, Belknap
6200 Klaas, Robert
6210 Lackawanna Cutlery Co.
6225 Marble Arms & Manf Co.
6235 Napanoch Knife Co.
6254 Ontario Knife Co.
6262 Pal Cutlery Co.
6282 Russell Barlows
6300 Utica
6310 Wade & Butcher
6325 Misc. Antique Factory Knives

FACTORY BRANDS

6340 Al Mar
6380 Barteaux Machetes Inc.
6390 Bear MGC
6398 Benchmade
6421 Blue Mountain Turquoise
6424 Boker
6448 Buck
6466 Bulldog
6476 C.A.S. Iberia Inc
6480 Camillus

6486 Case
6492 Case Classics
6510 Cold Steel
6523 Columbia River Knife & Tool
6530 Cripple Creek
6580 Fairbairn-Sykes
6586 Fight'n Rooster
6614 Gerber
6650 Henckels
6660 IBCA/ABCA
6700 Ka-Bar
6766 Marble's
6842 Puma
6860 Queen
6876 Remington
6940 Smith & Wesson
6944 Sog Specialty
6952 Spyderco
7000 TOPS
7040 Valley Forge
7046 Victorinox
7084 Winchester
7090 Misc. Factory Brands

KNIFE TYPES / PATTERNS

7100 Advertising
7126 Baseball Bat
7132 Bayonets
7138 Bolos
7144 Boot
7152 Bowies
7158 Bowies (Antique)
7180 Camp
7232 Commemoratives / Limited Editions
7290 Diving
7322 Fighters
7334 Folding
7338 Folding (Multi-Blade)
7344 Fruit
7374 Hunting (Folders)
7376 Hunting (Straight)
7420 Machetes
7450 Navy
7460 Office
7466 One-Hand
7526 Razors
7532 Rifleman's
7540 Scout

7546 Senator
7576 Sog (Type)
7602 Swords
7622 Tool/Pliers
7628 Toothpick
7640 Trench
7650 Utility
7660 Wharncliffe
7666 Whittler
7674 Misc. Knife Types/Patterns

HANDMADES

7718 Bartrug (Hugh)
7778 Bose (Tony)
7785 Boye (David)
7792 Burke (Dan)
7800 Centofante (Frank)
7818 Cooper (John Nelson)
7825 Corbit (Jerry)
7888 Davis (Terry)
7928 Emerson (Ernest)
7958 Fisk (Jerry)
7980 Fowler (Ed)
8020 Gilbreath (Randall)
8030 Goddard (Wayne)
8128 Holder (D')
8188 Hudson (Robbin)
8348 Lile (Jimmy)
8400 Loveless (Bob)
8450 Moran (Bill)
8708 Randall
8788 Ruana (Rudy)
8808 Scagel (William)
8880 Shadley (Eugene)
8900 Smith (J.D.)
8968 Terzuola (Robert)
9000 Tighe (Brian)
9100 Walker (Michael)
9150 Warenski (Buster)
9170 Wile (Peter)
9180 Yellowhorse (David)
9224 Miscellaneous Handmade

MILITARY

9310 Civil War
9365 Korean
9405 Vietnam
9432 WWI
9445 WWII - German
9450 WWII - Japanese

9465 WWII - USA
9470 WWII - Miscellaneous
9475 Miscellaneous Military
MISCELLANEOUS PRODUCTS / SERVICES
9680 Agency Wanted
9685 Appraisal Services
9690 Auction Services
9700 Books / Magazines / Videos
9705 Buy / Sell / Trade
9710 Catalogs / Mail Order Lists
9712 Cigar Cutters
9715 Collectible Advertisements
9720 Collections
9730 Dealers Wanted
9735 Design Services
9738 Distr Wanted
9740 Engraving
9750 Factory Reps Wanted
9770 Handle Materials
9780 Heat Treating
9790 Knife Boxes / Containers
9800 Knife Cases / Displays
9810 Knife Clubs / Societies
9825 Knife Rolls
9840 Knifemaking Equipment
9850 Knifemaking Instruction
9875 Knifemaking Supplies
9890 Knife Shows
9895 Knife Shows
9900 Leather / Sheaths
9915 Manufacturers Wanted
9924 Memorabilia (Knife)
9935 Multiple Brands For Sale
9936 Multiple Brands Wanted
9938 Oils & Lubricants
9940 Original Catalogs
9945 Repair (Knife)
9965 Sales / Auctions
9975 Scrimshaw
9980 Services, Miscellaneous
9985 Sharpening / Sharpeners
9988 Show Cases
9991 Steels
9993 Tobacco Products
9996 Miscellaneous Products