

Product Classification Guide - 2025

Poster

- Large format prints intended for wall display
- Typically advertising, travel, entertainment, or promotional content
- Usually printed on thin paper
- Examples: Movie posters, travel posters, advertising posters
- Key identifier: Originally created to be posted/displayed on walls

Window Card

- Printed on thicker card stock material
- Designed for counter-top or window display
- Typically smaller than posters
- Examples: Movie window cards, store display cards
- Key identifier: Sturdy material meant for self-standing or window display

Product Label

- Originally created to be affixed to products or packaging
- Includes: Crate labels, bottle labels, cigar box labels, product packaging
- Usually smaller format
- Often includes product information or branding
- Key identifier: Designed to identify/brand a physical product or container

Illustration

- Artwork originally created for publications, but not meant to advertise a product or service
- Includes both fashion, satirical and reference illustrations
- Can be any age, including 100+ years old
- Examples: Magazine illustrations
- Key identifier: Originally created for print media reproduction

Antique Print

- Originally published as book plates or in print portfolios
- Over 100 years old
- Typically from dedicated print publications or portfolios
- Examples: Botanical prints, natural history prints
- Does NOT typically include magazine illustrations, even if antique
- Key identifier: Created as a print, plate, or book illustration, not as magazine content

Cover Art

- Specifically artwork used on publication covers
- Examples: Magazine covers, catalog covers
- Notable publications: The New Yorker, Fortune, Collier's
- Key identifier: Was the front cover of a publication

Vintage Ad

- Advertisement pages from vintage publications
- Not a poster or window card format
- Usually magazine or newspaper sourced
- Key identifier: Print advertisement from periodicals

Map

- Cartographic materials
- Can be from atlases, books, or standalone
- Any size format
- Key identifier: Primary purpose is geographical representation

Post Card/Trade Card

- Vintage postcards, trade cards, tobacco cards, etc.

Magazine/Book

- Anything with multiple pages: books, magazines catalogs, playbills, sheet music, etc.

Merchandise

- Any physical merchandise: pins, toys, vintage objects, etc.

Ephemera

- Any other general printed matter that doesn't fit into other types.

Classification Tips

1. Consider original purpose first, age second
2. When in doubt, look at similar items in inventory
3. Use tags to note special attributes (age, style, theme)
4. Document unusual cases for future reference

Common Edge Cases

- Magazine illustration over 100 years old: Classify as "Illustration" not "Antique Print"

- Decorative map with illustrations: Classify as "Map" if geography is primary purpose
- Advertisement with map: Classify based on primary purpose (usually "Vintage Ad")