

RATE CARD

Effective September 1, 2010

Material Specifications

- **DIGITAL FILES ONLY:** High-res PDF, EPS, TIF, or JPEG files are accepted.
- All images should be 300 dpi and CMYK color.
- Please supply a composite proof for color. Without a proof, *Vintage Motorsport* Magazine is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point, or any PC-based word processing program **CANNOT BE ACCEPTED.**
- We will create or modify your ad at our normal ad production rate of \$75/hour.
- Ads may be submitted on CD-ROM or via e-mail (FTP site available for larger files; call for instructions).
- Add bleeds (1/8") on Full Page and Spreads. All live material should be 3/8" (.375") from edge.

Inserts and Ride-Alongs Available!

A great way to grab your customers' attention is through an Insert or Ride-Along. Inserts are bound-in or tipped-in the magazine for easy removal. Ride-Alongs are inserted with *Vintage Motorsport* inside a polybag and are positioned "on top" of the magazine when mailed, so it's one of the first things readers see when they open their mailbox.

Call today for to find out more!

RATE POLICY Advertiser has the option of committing to a frequency rate. If fewer insertions are run than originally committed to, the rate shall revert back to a 1x rate with no discounts. If the advertiser runs more insertions than originally committed to, they will earn a lower rate based on the actual number of insertions in the 12-month contract year. The publisher assumes no liability for copy received after closing date. **For franchise or premium position ad placement: add 15%.**

AGENCY COMMISSION 15% agency commission to recognized agencies. Agency commission is not allowed on production charges. No agency commission on bills not paid within 60 days of publication date. No agency commission allowed on classified advertising.

TERMS All invoices due and payable upon presentation of invoice. Publisher reserves the right to terminate any and all extensions of credit, at any time, and to demand payment in full of any existing balances. All accounts payable in U.S. Dollars, drawn on U.S. banks. **New advertisers must include full payment with two insertion orders to establish credit. Payment must be received before space closing date.**

CLASSIFIED ADVERTISING

Vertical Column Classified Display Ad
Rate is per column inch and includes photo, artwork or your logo.

	1x	3x	6x
COLOR	75	70	65
B&W	55	50	45

Classified Display Ad Sizes (9" Maximum Depth)

1 Column	1 11/16"
2 Column	3 9/16"
3 Column	5 7/16"
4 Column	7 5/16"

Business Card Classified Ad (CDA)

Horizontal ad (3 9/16" x 2 1/4"). Rates: \$235/Color; \$200/B&W. Rate is per issue and includes all production charges. **Ad is also posted on the *Vintage Motorsport* website for added exposure.**

General Advertising Rates

COVERS	1x	2x	4x	6x
Cover 2 (IFC)	2715	2520	2370	2190
Cover 3 (IBC)	2490	2325	2190	1995
Cover 4 (BC)	3095	2820	2675	2450

4-COLOR	1x	2x	4x	6x
Full Page	2475	2200	2065	1915
2/3 Page	1860	1745	1665	1535
Jr. Page	1470	1325	1225	1090
1/2 Page	1375	1240	1150	1020
1/3 Page	995	910	825	675
1/4 Page	825	740	660	600
1/6 Page	700	610	525	495
1/8 Page	600	525	460	415

B&W	1x	2x	4x	6x
Full Page	1650	1515	1470	1360
2/3 Page	1320	1220	1140	1050
Jr. Page	1065	960	890	790
1/2 Page	950	865	785	690
1/3 Page	690	600	525	495
1/4 Page	525	495	450	420
1/6 Page	365	340	295	265
1/8 Page	290	265	240	215

Display Ad Sizes

Trim size	8 3/8" x 10 7/8"
Bleed size	8 5/8" x 11 1/8"
Spread, Trim	16 3/4" x 10 7/8"
Spread, Bleed	17" x 11 1/8"
Page	7 5/16" x 9 11/16"
2/3 Page (vertical only)	4 13/16" x 9 11/16"
Jr. Page	4 13/16" x 7 1/4"
1/2 Page (horizontal)	7 5/16" x 4 3/4"
1/2 Page (vertical)	3 9/16" x 9 11/16"
1/3 Page (square)	4 13/16" x 4 3/4"
1/3 Page (vertical)	2 1/4" x 9 11/16"
1/4 Page (vertical only)	3 9/16" x 4 3/4"
1/6 Page (horizontal)	4 13/16" x 2 1/4"
1/6 Page (vertical)	2 1/4" x 4 3/4"
1/8 Page (horizontal)	3 9/16" x 2 1/4"

