



Military Vehicle Preservation Association

SUPPLY LINE

Display Advertising

Effective 20 May 2009

Display Ad Sizes:

- *Full-page ~ 7.25" X 9.75"
- *Half-page ~ 7.25 X 4.75"
- 1/3-Square ~ 4.75" x 4.75"
- 1/3-Vertical ~ 2.25" x 9.75"
- *1/4-page ~ 3.5" x 4.75"
- 1/6-page ~ 2.25" x 4.75"
- *1/8-page ~ 3.5" x 2.25"

* Offered in Color and Black & White

Issue Dates:

- Aug/Sept 2009
- Oct/Nov 2009
- Dec 2009/Jan 2010
- Feb/Mar 2010
- Apr/May 2010
- June/July 2010
- Aug/Sept 2010

Advertising Deadlines:

- June 19, 2009
- August 20, 2009
- October 20, 2009
- December 18, 2009
- February 19, 2010
- April 20, 2010
- June 21, 2010

Mailing Dates:

- July 23, 2009
- September 23, 2009
- November 23, 2009
- January 28, 2010
- March 26, 2010
- May 21, 2010
- July 23, 2010

Advertising Rates:

| Black & White <i>(per run)</i> | Full-Color <i>(Interior pages - per run)</i> | MVPA Associate Member Premium Position Packages |
|--|--|--|
| Full-page\$255 | Full-page\$400 | <i>Priced per issue, sold on a 6 consecutive issues" basis</i> |
| Half-page\$150 | Half-page\$225 | Inside Rear Cover <u>plus</u> one interior color page \$1,300 |
| 1/3-page\$110 | 1/4-page\$125 | Outside (lower portion) Rear Cover <u>plus</u> two interior pages \$1,500 |
| 1/4-page\$ 85 | 1/8-page\$100 | <i>If you would like to join as an Associate Member, or upgrade your regular membership, contact MVPA-HQ</i> |
| 1/6-page\$ 60 | | |
| 1/8-page\$ 50 | | |

Display Advertising Discounts Offered:

- ▶ **Multiple Insertions * 15% Discount:** For a "camera ready" ad in 2 or more consecutive issues.
- ▶ **Multiple Pages * 25% Discount:** For 3 + full-page ads, "camera ready", in 2 or more consecutive issues.
- ▶ **Associate Members * 20% Discount:** Off the published ad rates, with an additional 5% discount for 3 consecutive issues prepaid.
- ▶ **MVPA Affiliates * 50% Discount:** On "camera ready" MV event ads including notation of MVPA affiliation.

* "Camera Ready" ads must be ready to publish in an electronic format, such as a PDF, Quark, or InDesign file
 * At 10% typesetting fee will be added to "non-camera ready" ads * Fee waived for Associate Members
 * Payment must accompany ad unless other arrangements have been made.
 * Discounts cannot be combined and do not apply to Premium Position Packages.

MVPA Advertising Policies:

Cancellations: Not accepted after reservation closing date.

Cancellations will incur short rating to rate actually earned. When changed copy is not received by closing date, copy run in previous issue will be inserted.

- Rates are charged for each individual ad, not for total inches in an issue or in separate ads grouped on a page.
- All advertising is accepted when published. The placement of an ad is automatically an acceptance of all rates and conditions in the rate card.
- The Association will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions, which conflict with policies.
- All advertising is subject to the Association's approval. The Association reserves the right to edit advertising copy, artwork and format to conform with standard advertising policies.
- This publication does not guarantee, and disclaims all knowledge of, the right of seller or buyer to contract.
- Advertisers and advertising agencies concerned assume liability for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the Association. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individual pictured in the advertisement.
- Association's obligations are suspended for the duration of any strikes, accidents, fires, acts of terrorism, acts of God or other contingencies beyond the Association's control.
- Copy running longer than the space ordered will be cut from the end of the listings at the discretion of the Association and returned.
- Any promotion with a prize must comply with all applicable federal, state and local laws, including United States Postal Service and Federal Trade Commission regulations.
- Advertisers must have in stock and be prepared to deliver at the prices indicated through the issue date of the publication in which they advertise, a reasonable quantity of the offered items sufficient to satisfy the anticipated demand. Items that are in limited quantity must be so indicated.
- Any "guarantee" must explicitly state the terms, extent and duration of the guarantee offered and the responsible party. Statements such as a "satisfaction guaranteed" give the purchaser, not the advertiser, the sole right to judge whether there is satisfaction. If the guarantee is based on the advertiser's own judgment, that fact must be stated.
- If delivery will take longer than 30 days from the date the seller receives the order, the seller must inform the buyer and offer the buyer the option of a refund or delayed delivery.