



Military Vehicle Preservation Association

HISTORY IN MOTION

SUPPLY LINE

Display Advertising

Rates & Deadlines

Ad rates effective as of 1 February 2011

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"

Issue Dates:

- Apr/May 2011
- June/July 2011
- Aug/Sept 2011
- Oct/Nov 2011
- Dec 2011/Jan 2012
- Feb/Mar 2012
- Apr/May 2012

Advertising Deadlines:

- February 20, 2011
- April 20, 2011
- June 21, 2011
- August 20, 2011
- October 20, 2011
- December 20, 2011
- February 20, 2012

Mailing Dates:

- March 23, 2011
- May 23, 2011
- July 23, 2011
- September 23, 2011
- November 23, 2011
- January 23, 2012
- March 23, 2012

* Offered in Color and Black & White

Advertising Rates:

Black & White <i>(per run)</i>	Full-Color <i>(Interior pages - per run)</i>	MVPA Associate Member Premium Position Packages
Full-page\$275	Full-page\$400	<i>Priced per issue, sold on a 6 consecutive issues" basis</i>
Half-page\$175	Half-page\$225	Inside Rear Cover <u>plus</u> one interior color page \$1,300
1/3-page\$125	1/4-page\$125	Outside (lower portion) Rear Cover <u>plus</u> two interior pages \$1,500
1/4-page\$100	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\$ 75		
1/8-page\$ 60		

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, 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.