

Old Cars

Weekly News & Marketplace

RATE CARD
NO. 44

Display Advertising Rates (Black & White):

(NET PER ISSUE)

AD SIZE	1x	3x	6x	13x	26x	52x
Full Page (7" x 10")	\$3,515	\$3,135	\$3,015	\$2,905	\$2,790	\$2,680
2/3 Vertical (4.625" x 10")	\$2,720	\$2,420	\$2,325	\$2,235	\$2,145	\$2,060
1/2 Horizontal (7" x 4.75")	\$1,925	\$1,715	\$1,650	\$1,590	\$1,525	\$1,465
1/2 Vertical (3.4375" x 10")	\$1,925	\$1,715	\$1,650	\$1,590	\$1,525	\$1,465
1/2 Island (4.625" x 7")	\$1,925	\$1,715	\$1,650	\$1,590	\$1,525	\$1,465
1/3 Vertical (2.25" x 10")	\$1,430	\$1,270	\$1,220	\$1,175	\$1,130	\$1,085
1/3 Square (4.625" x 4.75")	\$1,430	\$1,270	\$1,220	\$1,175	\$1,130	\$1,085
1/4 Square (4.625" x 3.25")	\$1,005	\$895	\$860	\$830	\$800	\$765
1/4 Horizontal (7" x 2.25")	\$1,005	\$895	\$860	\$830	\$800	\$765
1/4 Vertical (3.4375" x 4.75")	\$1,005	\$895	\$860	\$830	\$800	\$765
1/6 Vertical (2.25" x 4.75")	\$750	\$670	\$640	\$615	\$595	\$570
1/6 Horizontal (4.625" x 2.25")	\$750	\$670	\$640	\$615	\$595	\$570
1/12 Horizontal (2.25" x 2.25")	\$226	\$205	\$195	\$190	\$180	\$175
Showcase of Values (3.25" x 2.875")	\$650	\$580	\$560	\$535	\$515	\$495
Showcase-2 Unit	\$975	\$870	\$840	\$803	\$775	\$745
Business Card (3.25" x 1.25")	\$370	\$350	\$330	\$310	\$290	\$270

4-Color Cover:

(NET PER ISSUE)

AD SIZE	Dimensions	1 Issue
1/2 Island	4.625" x 7"	\$1,960
1/12 Horizontal	2.25" x 2.25"	\$415

Color:

A. One color and black	\$428
B. 2 color	\$720
C. Full color (four-color)	\$1,029
D. Based on availability.	

Mechanical Information:

- A. Printed roll-fed offset. B. E-mail ads at 300dpi.
C. Full page size - 7" x 10" (Also live area).
Trim size - 8" x 10.75" Bleed size - 8.5" x 11.25".

Ad Submission:

Accepted Advertising file formats:

Application Files (mac or PC): Adobe Creative Suite v4 (Illustrator, InDesign, Photoshop), QuarkXpress v8, PDF (Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded)
TIFF (300dpi, CMYK, fonts embedded), EPS (300dpi, CMYK, fonts embedded)

For Ad creation: Word/Excel (type used only)

Images: JPG, TIFF, PNG, EPs formats

300dpi minimum resolution for continuous tone

600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

FTP Instructions:

MAC users: ftp.krause.com

PC users: ftp://ftp.krause.com

User ID: type the word "anonymous"

Password: is your email address

Inbound folder. Then look for folder of publication you are submitting for.

Online Advertising:

A. Automotive Directory. Four-color ad featuring information on your website in *Old Cars Weekly* plus a business profile on www.oldcarsweekly.com with a hotlink to your website. Published on a monthly basis. Includes a bi-monthly ad in *Old Cars Price Guide*.

Rates (per year) without logo: \$1,622 with logo: \$1,853

No agency or camera ready discounts are available on these ads.

B. Dedicated E-mail Broadcasts. Reach a targeted automotive audience with a message dedicated to your events, products or services. Call for details and rates.

C. E-Newsletter Advertising. Target automotive enthusiasts each week with the *Old Cars Weekly* e-newsletter. Place your button, banner or skyscraper ad with a hotlink to your website. Call for details and rates.

D. Website Advertising. Reach your audience worldwide at www.oldcarsweekly.com. Place your button, banner, leaderboard or skyscraper ad with a hotlink to your website. Call for details and rates.

Advertising Deadlines:

Every Thursday at 10:00 am. Deadline may be changed to allow for holidays.

Classified Display Rates:

4 columns to a page (NET PER ISSUE)

1 column	1.5" wide
2 columns	3.33" wide
3 columns	5.1667" wide
4 columns	7" wide

Black & White

Inches	1 Issue	3 Issues	6 Issues	13 Issues	26 Issues	52 Issues
1 col. x 1"	\$75	\$72	\$68	\$66	\$64	\$57
1 col. x 2"	\$128	\$110	\$107	\$105	\$102	\$96
1 col. x 3"	\$173	\$153	\$152	\$143	\$135	\$108
1 col. x 4"	\$220	\$197	\$191	\$182	\$176	\$169
1 col. x 5"	\$281	\$243	\$241	\$230	\$226	\$216
2 col. x 1"	\$128	\$110	\$107	\$105	\$102	\$96
2 col. x 2"	\$220	\$197	\$191	\$182	\$176	\$169
2 col. x 3"	\$330	\$294	\$288	\$273	\$265	\$255
2 col. x 4"	\$442	\$381	\$371	\$354	\$344	\$329
2 col. x 5"	\$527	\$473	\$462	\$439	\$425	\$407
3 col. x 1"	\$173	\$153	\$152	\$143	\$135	\$108
3 col. x 2"	\$330	\$295	\$293	\$273	\$266	\$255
3 col. x 3"	\$523	\$468	\$455	\$432	\$420	\$402
3 col. x 4"	\$626	\$559	\$545	\$521	\$502	\$480
3 col. x 5"	\$781	\$749	\$729	\$699	\$685	\$672
4 col. x 1"	\$220	\$197	\$191	\$182	\$176	\$169
4 col. x 2"	\$442	\$381	\$371	\$354	\$344	\$329
4 col. x 3"	\$626	\$559	\$545	\$521	\$502	\$480
4 col. x 4"	\$824	\$735	\$717	\$686	\$660	\$631
4 col. x 5"	\$1,030	\$920	\$896	\$857	\$825	\$789

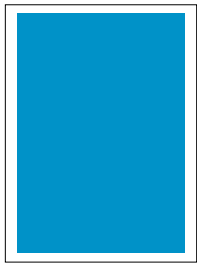
CLASSIFIED WORD ADVERTISING: Call 800-942-0673 to place your classified word advertisement.

Advertising Representatives:

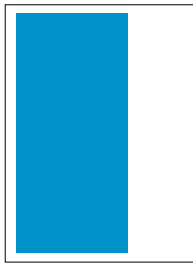
Scott Chandler (scott.chandler@fwmedia.com) ext. 13617
Craig Groshek (craig.groshek@fwmedia.com) ext. 13419
Michelle Kraemer (michelle.kraemer@fwmedia.com) ext. 13245

Call to advertise: **888.457.2873** Ask us about our **internet advertising opportunities!**

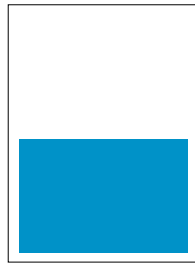
Display Advertising Sizes:



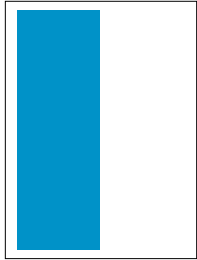
Full Page
7" x 10"



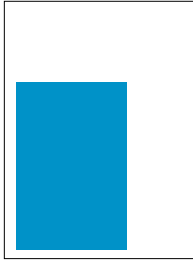
2/3 Vertical
4.625" x 10"



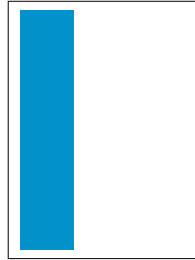
1/2 Horizontal
7" x 4.75"



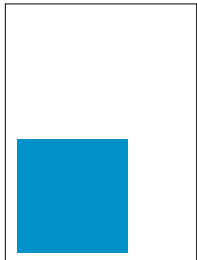
1/2 Vertical
3.4375" x 10"



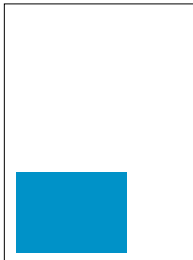
1/2 Island
4.625" x 7"



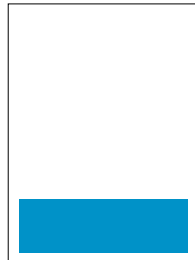
1/3 Vertical
2.25" x 10"



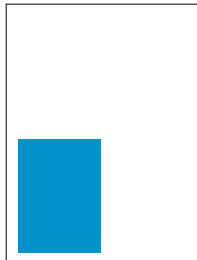
1/3 Square
4.625" x 4.75"



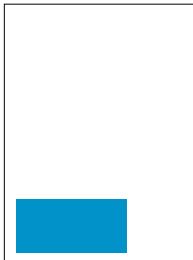
1/4 Square
4.625" x 3.25"



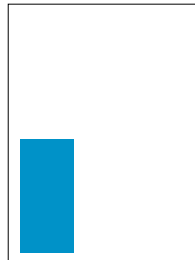
1/4 Horizontal
7" x 2.25"



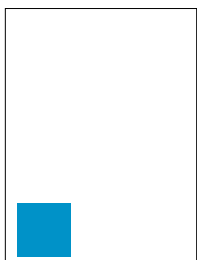
1/4 Vertical
3.4375" x 4.75"



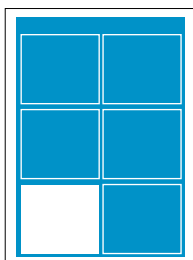
1/6 Horizontal
4.625" x 2.25"



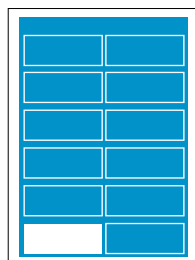
1/6 Vertical
2.25" x 4.75"



1/12 Square
2.25" x 2.25"



Showcase of Values
3.25" x 2.875"



Business Card
3.25" x 1.25"

General Information:

- A. All ads must be submitted in camera-ready form. Ad design services by F+W Media are available but may result in additional charges. Ads must be submitted via e-mail or on disk.
- B. ERRORS: Typewritten copy is preferred. We are not responsible for errors resulting from longhand or illegible copy. The publisher's liability for error shall not exceed cost of the space occupied by the error. No credit will be issued for errors in ads or changes in ad copy after published deadline.
- C. NEW ADVERTISERS: First-time advertisers must furnish the publisher with appropriate trade and financial references. All ads must be pre-paid prior to insertion.
- D. TERMS & PAYMENTS: All payments are due by the 15th of the month if billed. Late payments may result in loss of credit and advertising privileges. Payment accompanying an advertising order or in payment of an account must be provided in the form of a 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.
- E. SPECIAL PAGE POSITIONS: Position requests are not guaranteed but will be granted whenever possible.
- F. REPRINTS: Available at surprisingly low cost. Reprints are on 20 lb. white bond paper or 50 lb. offset and will add extra appeal to your direct mail and over-the-counter sales. Why not try these reprints as business boosters? Call for quote.
- G. ARTWORK: F+W Media has qualified personnel to prepare special artwork, sketches and logos. Give us a general idea of your needs and our art department will provide a quote on the final product.
- H. PHOTOGRAPHS & PHOTOLAB: Included in ads 2" or larger at no charge. We will reduce or increase the size of the photo as needed at no charge. For best photo reproduction, please send black and white glossy photos. If not available, high contrast color photos will work. Our staff photographer and modern photolab are capable of producing top quality photos of your product at our studio for \$50.00 per item; the publisher assumes no responsibility for return or condition of item to be photographed. When artwork, film or photos are requested to be returned, please specify at time of placement, otherwise all material will be recycled.
- I. CIRCULATION/DISTRIBUTION: United States, Canada and overseas through paid subscriptions and bulk sales.
- J. P.O. BOX ADS: The permanent home address or place of business of the advertiser must be filed with the publisher before advertisements may be printed.

Standard Advertising Policies:

- A. Rates are charged for each individual ad, not for total inches in an issue or in separate ads grouped on a page.
- B. All advertising is accepted when published.
- C. The placement of an ad is automatically an acceptance of all rates and conditions in the rate card.
- D. The publisher 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.
- E. All advertising is subject to the publisher's approval. The publisher reserves the right to edit advertising copy, artwork and format to conform with standard advertising policies.
- F. This publication does not guarantee, and disclaims all knowledge of, the right of seller or buyer to contract.
- G. 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 publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individual pictured in the advertisement.
- H. 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.
- I. Copy running longer than the space ordered will be cut from the end of the listings at the discretion of the publisher and returned.
- J. 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.
- K. 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.
- L. Any "guarantee" must explicitly state the terms, extent and duration of the guarantee offered and the responsible party. Statements such as "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.