

"The Hobby's Best Value"

2020 ADVERTISING RATES

Effective December 1, 2019

Collector Car Market Review is published six times per year by VMR International, Inc. POB 607, N. Grafton, MA 01536

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2020 Display Rates

Production ready digital copy. Based on number of issues per year. See mechanical requirements for sizes.

Black & White (color)	1X	3X	6X
Full Page	\$675 (800)	\$600 (725)	\$525 (650)
1/2 Page	400 (500)	350 (425)	300 (400)
1/4 Page	275 (350)	250 (325)	225 (275)
1/6 Page	175 (250)	160 (220)	130 (190)
Budget	120 (150)	110 (140)	95 (130)

Website Only Advertising

Website only placing is available for all make on a PPC (pay-per-click) basis. Highly targeted, rates are extremely cost effective at only \$0.75/click. Please visit collectorcarmarket.com for online and digital advertising opportunities.

Cover Positions

Cover II	\$975.00
Cover III	\$875.00
Cover IV	\$1150.00

Color only. Cover closing dates are one week before regular advertising closing dates. Customer may choose 1/2 monthly billing. Cover IV available only on 1-year contract.

General Information

CONTRACTS: Contracts are based on a 12-month period beginning with the first insertion. Advertisers will be short-rated if they do not run in the number of issues required to earn the rate upon which their billings have been based. Advertisers will be rebated if, within a 12-month period, they advertise in more issues than the rate upon which their billings have been based.

TERMS: All terms are 30 days from billing. Invoices are sent when issue ships. Payment must be in USD funds.

AGENCIES: We will bill according to your client terms.

PREFERRED POSITIONS: Available at a premium. Contact publisher for price and availability.

ERRORS: Publisher is not responsible for errors resulting from non-typed or illegible copy. Publisher's liability for errors shall not exceed the cost of the advertisement in which the error occurred.

PUBLISHER'S PROTECTIVE CLAUSE: Publisher reserves the right to reject advertising. The advertiser agrees to indemnify the Publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any loss, cost, damage or expense, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit. Publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause. No conditions, printed or otherwise, appearing on an order for advertising space which conflict with the Publisher's policies will be binding on the Publisher.

Mechanical Requirements

Ad Sizes

Full page75" W X 10" H
1/2 pg vertical375" X 10"
1/2 pg horizontal75" X 5"
1/2 pg island	4.5" X 7.5"
1/4 pg horizontal75" X 2.5"
1/4 pg vertical375" x 5"
Budget vertical:225" X 4.5"
Budget horizontal375" x 2.75"
Budget square325" x 3.25"
Budget Price Section (B&W)2.75 x 3" -or- 1.75" x 4.75"

Editorial Section: One, Two or Three columns per page, 3.5" or 2.25" each in width. 1/4" gutter between columns.

Pricing Section: Five columns per page, 1.45" each in width, 1/8" gutter between columns.

Digital Formats: PDF, tiff CMYK, 300dpi

Trim size: 8.125" Wide X 10.75" High; Add at least 1/4" to all sides for bleeds.

Issue	Copy Due	On-Sale
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2020 Advertising Calendar

January		Nov. 26
March	January 6	Feb. 04
May	Feb. 26	March 24
July	May 12	June 02
October*	Aug 7	Sept 01
January '21*	October 20	Nov 17

*Modified schedule due to CV-19