

"The Hobby's Best Value"

2021 ADVERTISING RATES

Effective December 1, 2020

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

Voice: (508) 839-6707 • email: adcopy@vmrintl.com

2021 Display Rates

Digital format, CMYK/grayscale preferred. Based on number of issues per year. Pricing section is B&W only. See mechanical requirements for sizes.

Black & White (color)	1X	2X	4X
Full Page	\$690 (875)	\$640 (800)	\$560 (725)
1/2 Page	390 (575)	330 (500)	300 (420)
1/4 Page	270 (390)	235 (325)	200 (280)
1/6 Page	185 (280)	175 (250)	165 (210)
Standard	145 (235)	135 (220)	125 (185)
Budget	90 (150)	85 (135)	80 (120)

Website Advertising

Print advertisers are automatically collectorcarmarket.com offers CPC and flat rate programs. A 300x300 image runs \$30/month or \$.75 CPC. A \$50 setup fee applies.

For custom sizes and placement, or inclusion in our high visibility sponsor program, please contact us.

Cover Positions

Cover II	\$1175.00
Cover III	\$1075.00
Cover IV	\$1450.00

Color only. Cover closing dates are one week before regular advertising closing dates.

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.

RATE PROTECTION: The Publisher will not impose any rate increases during the term of a 12-month contract.

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

AGENCIES: If desired, we will bill according to your standard client markup.

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

Editorial Section: 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, 1.5" each in width, 1/8" gutter between columns.

Preferred Digital Formats: PDF, tiff

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

Editorial Sections	Pricing Section
Full page: 7.5" W X 10" H	Full page: 7.5" W X 10"H
1/2 pg vertical: 3.75" X 10"	1/2 pg horiz: 7.5" X 5"
1/2 pg horizontal: 7.5" X 5"	1/4 pg horizontal: 7.5" X 2.5"
1/4 pg horizontal: 7.5" X 2.5"	1/4 pg vertical: 3" X 5"
1/4 pg vertical: 3.75" x 4"	Standard vertical: 1.5" X 5.5"
1/6 pg vertical: 2.25" X 5"	Standard horizontal: 3" X 3"
1/6 pg horizontal: 7.5" x 1.5"	Budget: 2.5" X 2.25"
Std: 4.5" x 1.5" or 2.25 x 3"	
Budget: 2.25" x 2.25"	

2021/22 Advertising Calendar

ISSUE	COPY DUE	ON-SALE
Winter		Dec. 18
Spring	February 25	March 30
Summer	May 26	June 15
Fall	August 17	Sept. 7
Winter '22	November 10	Nov. 30