

"The Hobby's Best Value"

2023 ADVERTISING RATES

Effective December 1, 2022

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

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2023 Display Rates

Digital format, CMYK tiff preferred. Based on number of issues per year. See mechanical requirements for sizes.

Full Color	1X	2X	4X
Full Page	\$875	\$800	\$725
1/2 Page	575	500	425
1/4 Page	380	325	285
1/6 Page	275	250	215
Standard	225	220	185
Budget	125	120	105

Website Advertising

Print advertisers are automatically collectorcarmarket.com offers CPC and flat rate programs. A 250x250 image runs \$33/month (3-month minimum, billed quarterly).

For custom sizes and placement, special campaigns, 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: Four columns per page, 1.75" 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

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

Pricing Section

Full page: 7.5" W X 10"H
 1/2 pg horiz: 7.5" X 5"
 1/4 pg horizontal: 7.5" X 2.5"
 1/4 pg vertical: 3" X 5"
 Standard vertical: 1.75" X 5"
 Standard horizontal: 3.5" X 2.5"
 Budget: 1.75" X 3"

2023/24 Advertising Calendar

ISSUE	COPY DUE	ON-SALE
Winter		Dec. 18
Spring	March 7	March 28
Summer	June 6	June 20
Fall	September 5	Sept. 19
Winter '24	December 5	Dec. 19