

# Old Cars

**RATE CARD**  
NO. 42  
Effective Jan. 1, 2009

## Display Advertising Rates (Black & White):

(NET PER ISSUE)

Ad Size	w"x h"	1 issue	3 issues	6 issues	13 issues	26 issues	52 issues
Full Page	10" x 11"	\$3,250	\$2,898	\$2,788	\$2,685	\$2,580	\$2,477
3/4 Page	7-3/8" x 11"	2,628	2,342	2,253	2,171	2,086	2,002
Junior	7-3/8" x 8 1/4"	2,020	1,800	1,732	1,668	1,603	1,539
1/2 Page - H	10" x 5 1/2"	1,778	1,583	1,524	1,468	1,410	1,355
1/2 Page - V	4-3/4" x 11"	1,778	1,583	1,524	1,468	1,410	1,355
2 Col. x 8 1/4"	4-3/4" x 8 1/4"	1,365	1,216	1,670	1,127	1,081	1,040
3 Col. x 5 1/2"	7-3/8" x 5 1/2"	1,365	1,216	1,670	1,127	1,081	1,040
1 Col (1/4 Pg V)	2-1/4" x 11"	928	828	796	768	737	707
1/4 Pg H	4-3/4" x 5 1/2"	928	828	796	768	737	707
1/8 Pg H	4-3/4" x 2 3/4"	468	418	402	387	373	357
1/8 Pg V	2-1/4" x 5 1/2"	468	418	402	387	373	357
1/16 Page	2-1/4" x 2 3/4"	257	229	220	212	205	195
Spot	2-1/4" x 1 1/4"	143	127	123	117	112	108

## Four Color Glossy Section and Covers:

(NET PER ISSUE)

Description	Dimensions	1 Issue
Full Page	10" x 11"	\$3,325
1/2 Page Horizontal	10" x 5-3/8"	1,834
1/2 Page Vertical	4-3/4" x 11"	1,834
1/4 Page	4-3/4" x 5-3/8"	951
Catalog	4-1/4" x 2-1/4"	378

## Color:

- A. One color and black .....\$397
- B. 2 color .....\$666
- C. Full color (four-color).....\$952
- D. Based on availability.

## Mechanical Information:

- A. Printed roll-fed offset.
- B. E-mail ads at 300dpi.
- C. Page size 10" x 11" (Also Live Area).  
Trim size 11" x 12" (Also Bleed Area).
- D. DISPLAY ADVERTISING  
Four 2-1/4" columns per page

1 column.....	2-1/4"
2 columns.....	4-3/4"
3 columns.....	7-3/8"
4 columns.....	10"

## 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](http://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** **with logo**  
\$1,545 \$1,765

*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](http://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 Friday at 10:00 am. Deadline may be changed to allow for holidays.

## Classified Display Rates:

**6 columns to a page (NET PER ISSUE)**

Black & White

Six 1-1/2" columns per page

1 column.....	1-1/2"
2 columns.....	3-3/16"
3 columns.....	4-7/8"
4 columns.....	6-9/16"
5 columns.....	8-1/4"
6 columns.....	10"

Inches	1 Issue	3 Issues	6 Issues	13 Issues	26 Issues	52 Issues
1 col. x 1"	\$72	\$70	\$66	\$64	\$62	\$55
1 col. x 2"	124	107	104	102	99	93
1 col. x 3"	168	149	148	139	131	105
1 col. x 4"	214	191	185	177	171	164
1 col. x 5"	273	236	234	223	219	210
1 col. x 6"	320	286	284	265	258	248
2 col. x 1"	124	107	104	102	99	93
2 col. x 2"	214	191	185	177	171	164
2 col. x 3"	320	285	280	265	257	248
2 col. x 4"	429	370	360	344	334	319
2 col. x 5"	512	459	449	426	413	395
2 col. x 6"	608	543	529	506	487	466
3 col. x 1"	168	149	148	139	131	105
3 col. x 2"	320	286	284	265	258	248
3 col. x 3"	508	454	442	419	408	390
3 col. x 4"	608	543	529	506	487	466
3 col. x 5"	758	727	708	679	665	652
3 col. x 6"	912	885	870	841	824	811

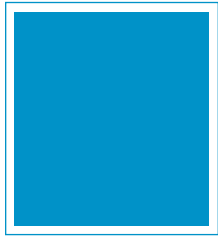
**CLASSIFIED WORD ADVERTISING:** Call 800-258-0929 to place your classified word advertisement.

**CIRCULATION/DISTRIBUTION:** United States, Canada and overseas through paid subscriptions and bulk sales on a weekly frequency.

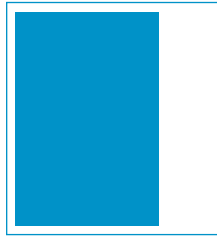
Call to advertise: **888.457.2873**

Ask us about our **internet advertising opportunities!**

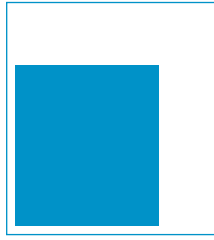
## Display Advertising Sizes:



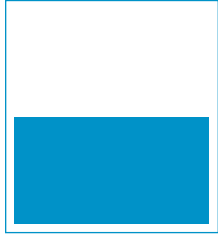
**Full Page**  
10"x11"



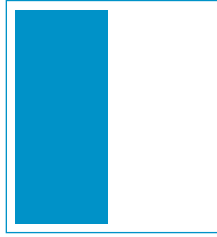
**3/4 Page**  
7-3/8"x11"



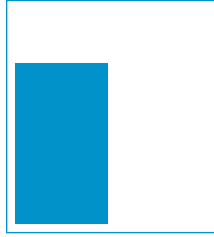
**Junior**  
7-3/8"x8-1/4"



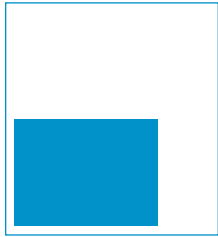
**1/2 Page Horizontal**  
10"x5-1/2"



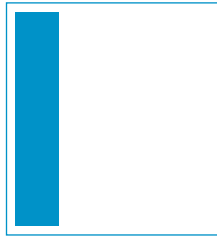
**1/2 Page Vertical**  
4-3/4"x11"



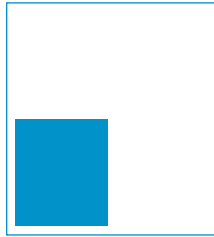
**2 Column x 8-1/4"**  
4-3/4"x8-1/4"



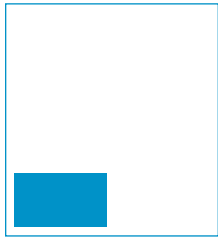
**3 Column x 5-1/2"**  
7-3/8"x5-1/2"



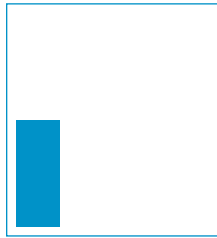
**1 Column (1/4 Pg V)**  
2-1/4"x11"



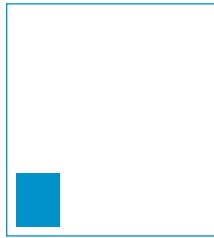
**1/4 Page Horizontal**  
4-3/4"x5-1/2"



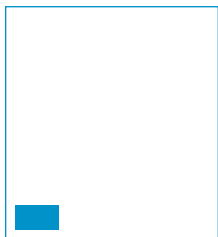
**1/8 Page Horizontal**  
4-3/4"x2-3/4"



**1/8 Page Vertical**  
2-1/4"x5-1/2"



**1/16 Page**  
2-1/4"x2-3/4"



**Spot**  
2-1/4"x1-1/4"

## 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.
- M. 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.
- N. Customers of mail-order advertisers in OLD CARS WEEKLY and OLD CAR PRICE GUIDE have ten days from the time they receive an order to return it, in the same condition, for a full refund.