

## Model A Ford Club of America, Inc. Media Advertising Rates

### **Bundled - Commercial Advertising Rates (Color or Black & White)**

**One year commitment to advertising in The Restorer gets one year of Website advertising for \$100 (For any size ad)**

SIZE	1X	2X	3X	4X	5X	6X
<b>Full Page</b>	700	1,300	1,900	2,400	2,900	<b>3400</b>
<b>1/2 Page</b>	400	700	1,000	1,300	1,600	<b>1900</b>
<b>1/4 Page</b>	210	400	600	800	920	<b>1150</b>
<b>1/6 Page</b>	170	320	450	590	800	<b>1000</b>
<b>1/8 Page</b>	130	250	360	450	550	<b>750</b>
<b>Bus Card</b>	60	120	175	200	260	<b>400</b>

### **Premium Space**

Advertising space is also available on the inside front and inside back covers. The one-time rate is \$1,050 for a full page. Advertisers can also earn a six-time discount. Payment for the first five insertions is \$1,050 and then the sixth insertion is only **\$430**... a discount of **\$620**.

Insertions:	1X	2X	3X	4X	5X	6X
<b>Full Page</b> 7.375 x 9.875"	\$ 1,050	\$2,100	\$3,050	\$4,100	\$5,150	<b>\$5600</b>

**Not Bundled** - Commercial Advertising Rates (Color or Black & White)

SIZE	1X	2X	3X	4X	5X	6X
<b>Full Page</b>	700	1,300	1,900	2,400	2,900	3,300
<b>1/2 Page</b>	400	700	1,000	1,300	1,600	1,800
<b>1/4 Page</b>	210	400	600	800	920	1,050
<b>1/6 Page</b>	170	320	450	590	800	900
<b>1/8 Page</b>	130	250	360	450	550	650
<b>Bus Card</b>	60	120	175	200	260	300

**Premium Space**

Advertising space is also available on the inside front and inside back covers. The one-time rate is \$1,050 for a full page. Advertisers can also earn a six-time discount. Payment for the first five insertions is \$1,050 and then the sixth insertion is only \$330... a discount of \$720.00.

Insertions:	1X	2X	3X	4X	5X	6X
<b>Full Page</b> 7.375 x 9.875"	\$ 1,050	\$2,100	\$3,050	\$4,100	\$5,150	\$5,500

**MAFCA.com** (website only)

**Commercial/Business:** \$225.00  
**Commercial/Business:** (**When Bundled**) \$100.00

This rate includes ad layout, with or without graphics (up to one page.) Guidelines for commercial advertisements are outlined below:

**Rules:** All fees are due in advance of publication via credit card, check or money order, payable to MAFCA. Renewal notices will be sent to advertisers 45 days in advance of expiration.

There is a one (1) year minimum advertising agreement. If the renewal is not received, the ad will not be published.