

MILITARY VEHICLES[®]



MAGAZINE

DISPLAY ADVERTISING: 888.457.2873 • CLASSIFIED ADVERTISING: 800.942.0673

E-mail: mvads@krause.com • FTP: [ftp.krause.com](ftp://ftp.krause.com)

700 East State Street • Iola, Wisconsin • 54990-0001 • 888.457.2873 • Fax: 715.445.4087 • www.militaryvehiclesmagazine.com

RATE CARD NO. 13 • 2011

DISPLAY ADVERTISING – BLACK & WHITE

(net per issue)

Ad Size	Width x Height	1-5x Price	6x Price
Full Page	7" x 9-3/4"	\$422	\$364
1/2 Page (H)	7" x 4-7/8"	255	212
1/2 Page (V)	3-3/8" x 9-3/4"	255	212
1/3 Page (Sq.)	4-9/16" x 4-7/8"	199	164
1/3 Page (V)	2-3/16" x 9-3/4"	199	164
1/4 Page	3-3/8" x 4-7/8"	164	136
1/6 Page	2-3/16" x 4-7/8"	121	99
1/8 Page	3-3/8" x 2-1/4"	97	81

PREMIUM POSITIONS*

Ad Size	1-5x Price	6x Price
Inside Front Cover	\$1,245	\$1,152
Inside Back Cover	1,245	1,152
Outside Back Cover	1,495	1,316

INSIDE COLOR POSITIONS

Ad Size	1-5x Price	6x Price
Full Page	\$697	\$603
1/2 Page (H)	423	351
1/2 Page (V)	423	351
1/4 Page	268	226

*All premium and color positions are subject to availability.

Price includes full color. Call your advertising representative for details.

ONLINE ADVERTISING

We can create a unique advertising package to fit your needs and your budget. Call for more information and rates on our online advertising opportunities.

A. Dedicated E-mail Broadcasts. Reach a targeted automotive audience with a message dedicated to your events, products or services.

B. E-Newsletter Advertising. Target military enthusiasts each week with our *Military-E-News* electronic newsletter. Place your button, banner or skyscraper advertising message with a hotlink to your website.

C. Website Advertising. Reach your audience worldwide at www.militaryvehiclesmagazine.com. Place your ad on our website to sell inventory, promote your own website, link to your auctions and more.

PRODUCTION SCHEDULE

Month/Issue	Deadline	Mail Date
February 2011 (#142)	11/15/10	12/7/10
April 2011 (#143)	1/14/11	2/9/11
June 2011 (#144)	3/14/11	4/6/11
August 2011 (#145)	5/16/11	6/8/11
October 2011 (#146)	7/18/11	8/10/11
December 2011 (#147)	9/19/11	10/12/11
February 2012 (#148)	11/14/11	12/6/11

BUSINESS CARD ADVERTISING

Business Card ads (3-1/2" wide x 2" deep) are available at the discount price of **\$295 per year** (6 issues) or \$75 for a single issue. You may change your card once during the one-year period. You may NOT advertise prices of items for sale or put coupons in these ads. Black & white only. All Business Card ads must be prepaid prior to insertion.

NON-PROFIT & CALENDAR ADVERTISING

Ad Size	Width & Height	Price
Full Page	7" x 9-3/4"	\$356
1/2 Page	7" x 4-7/8"	197
1/4 Page	3-3/4" x 4-7/8"	117

All non-profit & event ads must be PREPAID.

MECHANICALS

- A.** Publication printed web offset.
- B.** Trim Size: 7-3/4" wide x 10-1/2" tall
- C.** Live Area: 7" wide x 9-3/4" tall
- D.** Resolution: Photos: 300 dpi • Line Art: 800 dpi
- E.** Line Screen: Black and White: 120 • Full Color: 133

AD SUBMISSION

Accepted Advertising file formats:

Application Files (mac or PC):
 Adobe Creative Suite v4 (Illustrator, InDesign, Photoshop)
 QuarkXpress v8
 PDF (Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded)

TIFF (300dpi, CMYK, fonts embedded)

EPS (300dpi, CMYK, fonts embedded)

For Ad creation: Word/Excel (type used only)

Images:

JPG, TIFF, PNG, EPs formats
 300dpi minimum resolution for continuous tone
 600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

FTP INSTRUCTIONS

If you are on a MAC
[ftp.krause.com](ftp://ftp.krause.com)
 User ID: type the word
 "anonymous"
 Password: is your email
 Inbound folder
 Then look for folder of publication you are submitting for.
 If you are on a PC
<ftp://ftp.krause.com>

PUBLISHING GUIDELINES

RATE CARD NO. 13 • 2011

POLICIES & ADVERTISING GUIDELINES: All ads must relate to the military collecting hobby. We reserve the right to refuse advertising that does not relate to the buying, selling or trading of military items. We also reserve the right to suspend (without prior notice) or create new policies which in our sole opinion will facilitate and benefit the military collecting hobby.

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.

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.

NEW ADVERTISERS: First-time advertisers must furnish the publisher with appropriate trade and financial references. All ads must be pre-paid prior to insertion.

TERMS & PAYMENT: 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 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.

SPECIAL PAGE POSITIONS: Position requests are not guaranteed but will be granted whenever possible.

AGENCY DISCOUNTS: No agency discounts allowed. Upon request we can supply agency billing.

PROOFS: Proofs are available upon request for display advertisers only. Proofs are not guaranteed for ads received after deadline.

CHECKING COPIES & TEARSHEETS: Sent at advertiser's request. Limit is one checking copy per account.

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.

ART WORK: *Military Vehicles* has qualified personnel to prepare special art work, sketches and logos. Give us a general idea of your needs and our art department will provide a quote on the final product.

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 products at our studio for \$70.00 per item.

CIRCULATION/DISTRIBUTION: United States, Canada and overseas through paid subscribers and bulk sales.

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.

CANCELLATIONS: Not accepted after reservation closing date.

Cancellations will incur short rating to rate actually earned. When changed copy is not received by closing date, copy run in previous issue will be inserted.

- Rates are charged for each individual ad, not for total inches in an issue or in separate ads grouped on a page.
- All advertising is accepted when published. The placement of an ad is automatically an acceptance of all rates and conditions in the rate card.
- 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.
- 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.
- This publication does not guarantee, and disclaims all knowledge of, the right of seller or buyer to contract.
- 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.
- 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.
- Copy running longer than the space ordered will be cut from the end of the listings at the discretion of the publisher and returned.
- 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.
- 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.
- Any "guarantee" must explicitly state the terms, extent and duration of the guarantee offered and the responsible party. Statements such as a "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.



Accepted



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