

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

### The Restorer Magazine Classified Advertising Rates

**Rates for Members:**

First 30 words plus name and address	FREE
Each additional word	\$.30
Photo charge for each image	\$8.00

**Rates for Non-Members:**

First 30 words plus name and address	\$50.00
Each additional word	\$.50
Photo charge for each image	\$10.00

**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)**

### **Classified Advertising Rates (non-commercial)**

**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 If the renewal is not received, the ad will not be published.

Rates for Members (non-business related): FREE  
Limited to no more than 4 advertisements  
per year. \$40.00 for 5 or more in a 12 month period.

Rates for Non-Members: \$50.00

**Commercial/Business:** \$225.00

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 If the renewal is not received, the ad will not be published.

## **Membership Roster Advertising**

The Membership Roster is published in February of even numbered years. Rates are determined around the previous June. For information or to place advertisements in the Membership Roster contact the advertising director at [advertising@mafca.com](mailto:advertising@mafca.com) prior to printing.