

Advertising Rate



Advertising Rates

COVER PAGES

Contract Rates

AD SIZE	1 Run.....	3 Runs	6+ Runs
Front Cover Full Page (7.25"x7").....	\$3000	\$2800	\$2600
Back Cover Full Page (7.25"x8").....	\$2700	\$2500	\$2300
<i>*Front & Back Covers are only available as a full page.</i>			
Inside Front Full Page (7.5"x9.375").....	\$2400	\$2200	\$2000
Inside Front Half Page (7.5"x4.55" or 3.6"x9.375").....	\$1400	\$1200	\$1000
Inside Front Quarter Page (3.6"x4.55").....	\$625	\$575	\$525
Inside Back Full Page (7.5"x9.375").....	\$2000	\$1800	\$1600
Inside Back Half Page (7.5"x4.65" or 3.6"x9.375").....	\$1100	\$900	\$800
Inside Back Quarter Page (3.6"x4.55").....	\$600	\$550	\$500

FOUR COLOR

Contract Rates

AD SIZE	1 Run.....	3 Runs	6+ Runs
Page 1 - Full Page ONLY (7.5"x9.375")	\$1800	\$1600	\$1400
Full Page (7.5"x9.375").....	\$1600	\$1450	\$1250
Junior Plus (7.5"x5.5").....	\$1400	\$1250	\$1100
Half Page (7.5"x4.55" or 3.6"x9.375").....	\$800	\$750	\$700
Junior Page (7.5"x3.7").....	\$775	\$725	\$675
Quarter Page (3.6"x4.55").....	\$575	\$525	\$475
Fifth Page / Activity Page Sponsor (7.5"x1.65")	\$425	\$400	\$375
2x3 Block Ad (3.6"x2.65")	\$300	\$275	\$250
Business Cards (3.6"x1.65").....	\$225	\$200	\$180
Classified Ads (1.7"x1.65").....	\$95		

**Bleed is only available on Full pages (inside cover pages or four color). Full page, full bleed size is 8.6" wide x 11" tall.*

Co-op Dealer Listings (up to 3 Locations - more location will be charged extra) ...	\$180	\$170	\$160
Group Dealer Listings (up to 3 Locations - more location will be charged extra).....			\$140

******Logo is \$40 extra.******

SPECIALTY ADS

Contract Rates

Insert Cards (per issue - contract rates available)	CALL FOR SPECIAL PRICING
Featured Ad on Our Website	\$500/month
Video Feature on Our Website	\$750/month
Email Blasts	CALL FOR SPECIAL PRICING

These rates effective October 4, 2021. NO EXCEPTIONS UNLESS AUTHORIZED!!