



MILITARY VEHICLE PRESERVATION ASSOCIATION

HISTORY IN MOTION

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www.mvpa.org

**History in Motion * Display Advertising * Rates & Deadlines
E-Blast Rates and Print Ad/E-Blast Combinations**

E-Blast Advertising

E-BLASTS are sent to all active MVPA members who have provided e-mail addresses. This is approximately 4,500 military vehicle hobbyists worldwide. Only three E-Blasts will be sent per month, so reserve your date as early as possible. E-Blasts cost **\$250** per transmittal for MVPA members (\$300 for non-members). Emergency E-Blasts can be sent, even when the three dates have been reserved, for a cost of \$300 each (\$350 non-members). When adding an E-Blast to your full-page **HISTORY IN MOTION** print advertisement the cost is reduced to \$150 per transmittal. A full-page color ad and E-Blast is only **\$550 per run**, and a full-page black and white ad and E-Blast is only **\$425 per run**. E-Blast material must be submitted as a Word or PDF document, with at least 500 dpi, at least one week prior to when it is to be sent.

Print Advertising Sizes, Rates, and Dates

Display Ad Sizes:

*Full-page ~ 7.25" X 9.75"
*Half-page ~ 7.25 X 4.75"
1/3-Square ~ 4.75" x 4.75"
1/3-Vertical ~ 2.25" x 9.75"
*1/4-page ~ 3.5" x 4.75"
1/6-page ~ 2.25" x 4.75"
*1/8-page ~ 3.5" x 2.25"

** Offered in Color and Black & White*

Issue Dates:

Feb/Mar 2021
Apr/May 2021
June/July 2021
Aug/Sept 2021
Oct/Nov 2021
Dec 2020/Jan 2021

Advertising Deadlines:

December 20, 2020
February 22, 2021
April 27, 2021
June 21, 2021
August 20, 2021
October 20, 2020

Mailing Dates:

January 22, 2021
March 22, 2021
May 22, 2021
July 23, 2021
September 23, 2021
November 25, 2020

Black & White (per run)

Full-page \$275
Half-page \$200
1/3-page \$140
1/4-page \$115
1/6-page \$ 85
1/8-page \$ 65

Full Color (per run)

Full-page \$400
Half-page \$225
1/4-page \$150

Premium Pages Color (per run)

*Inside Front Cover, page or
Outside Rear Cover \$800
Inside Rear Cover.....\$600
When available

Display Advertising Discounts:

- ▶ **Multiple Insertions * 15% Discount:** For a "camera ready" ad in 2 or more consecutive issues.
- ▶ **Premium Page Multi-run * 25% Discount:** For 6 issue cover run, paid in advance of first run.
- ▶ **Multiple Pages * 25% Discount:** For 3 + full-page ads "camera ready" in 2 or more consecutive issues.
- ▶ **MVPA Affiliates * 50% Discount:** On "camera ready" MV event ads including notation of MVPA affiliation.

** "Camera Ready" ads must be ready to publish in an electronic format, such as a PDF, or Windows InDesign file*

** Payment must accompany the ad unless other arrangements have been made.*

MVPA Advertising Policies:

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 Association 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 Association's approval. The Association 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 Association. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individual pictured in the advertisement.
- Association's obligations are suspended for the duration of any strikes, accidents, fires, acts of terrorism, acts of God or other contingencies beyond the Association's control.
- Copy running longer than the space ordered will be cut from the end of the listings at the discretion of the Association 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. Items that are in limited quantity must be so indicated.
- 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.
- 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.