

# AUTO ROUND-UP PUBLICATIONS

## DISPLAY ADVERTISING RATES

Over 5,000,000 Cars & Parts Sold in 40 Years!

### WE WANT TO HELP SELL YOUR CARS, PARTS & SERVICES!

Auto Round-Up Magazine is a classic car marketing powerhouse! Advertise with us today and get your cars, parts and services sold. Let our sales record speak for itself—WE GET THE JOB DONE!

SIZE	B&W PRICES		FULL COLOR PRICES	
	1X+	1X	6X+	
Full Page	\$275	\$350	\$295	
1/2	\$145	\$220	\$195	
1/3	\$100	\$180	\$155	
1/4	\$80	\$140	\$125	
1/5	\$65	\$120	\$105	
1/6	\$55	\$110	\$100	
1/7	\$50	\$100	\$95	
1/8	\$45	\$90	\$85	
1/9	\$40	\$80	\$75	
1/10	\$35	\$70	\$65	
1/12	\$30	\$60	\$55	
1/15	\$25	\$50	\$45	
(All prices are per insertion)	Special Placement:			
	Back Cover		\$595	n/a
	Inside Covers		\$495	n/a

Price includes complete ad design, any ad updates and a subscription to the magazine

**CONTACT 304-884-6887**

**www.autoroundup.com**

## DISPLAY ADVERTISING SALES

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www.autoroundup.com

## MECHANICALS & PRINTING SPECS

PRINTING: Web Offset  
TRIM SIZE: 6.125" x 10.75"  
IMAGE SIZE 5.25" x 9.75"  
BLEED SIZE: 6.625" x 11.25"

## DIGITAL AD SUBMISSION:

PDF, JPG or TIF files are preferred, although we can accept almost any file. If you need your ad designed, the price includes this service as well as any future ad updates at no extra charge.

## PAYMENT TERMS:

All new customers must pay for the first month of ads prior to the ad being accepted and/or scheduled for production. We offer these payment options: Pay in Full, Monthly Invoicing, and Auto-Debit. All invoices are due upon receipt. All ads that participate in multiple runs for (6) issues or more are setup on automatic renewal. 6X Rates are granted if the customer wishes to mix and match any of Auto Round-Up's publications.

## CANCELLATION:

Any customer that wishes to cancel their ad must do so before the ad deadline for their next ad run. If a customer cancels during an ad run without upgrading or changing their ad package, then all unpaid issues will be assessed the 1X Rate for each ad unpaid.

## LIABILITY:

Auto Round-Up Publications, Inc. reserves the right to reject any advertisement for any reason whatsoever. Auto Round-Up Publications, Inc. reserves the right to edit any advertisement for any reason. Advertisements must be automotive related. In consideration of publishing any ad, the advertiser and/or agency shall indemnify, defend and save Auto Round-Up Publications, Inc., its publisher, agents, printers, or parent companies harmless from and against any loss or expense (including attorney's fees) arising from publication, including, without limitation, any loss or expense resulting from a claim or suit for libel, invasion of privacy or copyright infringement or any other claim based on the contents of the advertisement. Auto Round-Up Publications, Inc. cannot be responsible for errors caused by illegible or unclear copy. Failure by Auto Round-Up Publications, Inc. to publish an ad for any reason does not subject Auto Round-Up Publications, Inc. to any liability whatsoever, nor constitute a breach of contract, or otherwise give cause for any other claim against Auto Round-Up Publications, Inc. Auto Round-Up Publications, Inc.'s liability for any error or omission in publication will not exceed the cost of the space occupied by the advertisement. No refunds will ever be made for advertisements or magazine sales, except in the format of credit.

## DISPLAY AD SIZES

