



Advertising Rate Card



RETRO TRUCKS MAGAZINE The world of antique/vintage/ classic/retro trucks is vast and encompasses many different approaches to the old truck hobby. To some folks a modern chassis with vintage sheet metal over it represents an old truck. For others, an old truck needs to be restored to the exact form it had when it rolled off the assembly line way back

when. One group may think of a 2002 pickup as a "vintage classic" while

to others, anything produced after 1970 is *modern*. **Retro Trucks** is going to try to accommodate that vast span of different approaches to owning and enjoying an old truck. The magazine's primary focus, however, will be on "original" trucks with an emphasis on old trucks that are driven. We will also showcase restored trucks, unrestored "survivor" trucks, and pickups with mechanical and safety upgrades. Although we will focus on light duty models, there is a chance that a few 1½ and 2 ton trucks might find their way into the pages.

The nostalgic feeling of learning to drive in Granddad's old pickup when one was only 12 or 13 years old is a feeling which we at Retro Trucks would like to evoke. We wish to encourage the involvement of young people in the old truck hobby. There is a lot to be said for the notion that one cannot get into much trouble while turning wrenches on some stubborn old piece of vintage *tin*.

We welcome reader and subscriber input and are open to shaping our content around what you, "our readers" would like to see. Please let us know when we strike the right chord with you and when we do not.

Mechanical Requirements:

Full Page Bleed (all 4 sides) 8.25" x 11" deep (keep live matter centered per page to: 7.25" x 10")

Magazine Trim Size:

8" x 10 3/4" deep

Four Color Ad Files:

Digital File 300 dpi PDF or TIFF in CMYK or Grayscale. We recommend sending digital files (up to 50mg) over the internet using WeTransfer.com. Use the email admin@retromagazine.com.

Terms:

Due at press time. A PDF file will be emailed showing your ad placement along with your invoice. An electronic invoice will be emailed and payable by any major credit card or PayPal unless other arrangements are made.

A complimentary copy of the printed magazine will be mailed at time of shipping.

<p>2/3 Page (vertical) 4.8" x 9.8"</p>	<p>1/2 Page (horizontal) 7.24" x 4.8"</p>
<p>1/2 Page (vertical) 4.8" x 7.3"</p>	<p>1/3 Page (square) 4.8" x 4.8"</p>
<p>1/3 Page (vertical) 2.3"x9.8"</p>	<p>1/4 Page (vertical) 3.53" x 4.8"</p>
<p>1/4 Page (horizontal) 4.8" x 3.62"</p>	<p>1/6 Page (horizontal) 4.8" x 2.4"</p> <p>1/6 Page (vertical) 2.3" x 4.8"</p>

Unit Sizes — Non Bleed			
Full Page	7.24" x 10" deep	2/3 Page (vertical)	4.77" x 9.8" deep
1/2 Page (horizontal)	7.24" x 4.8" deep	1/2 Page (vertical)	4.77" x 7.3" deep
1/3 Page (square)	4.8" x 4.8" deep	1/3 Page (vertical)	2.3" x 9.8" deep
1/4 Page (horizontal)	4.8" x 3.62" deep	1/4 Page (vertical)	3.58" x 4.8" deep
1/6 Page (horizontal)	4.8" x 2.4" deep	1/6 Page (vertical)	2.3" x 4.8" deep

ADVERTISING RATES

Four Color Premium Ad Space — Rates per issue						
	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
4th Cover – Back Cover	850	788	725	694	647	600
2nd Cover – Inside Fr Cover	750	694	638	610	567	525
Page 3 – Across from Inside Fr	750	694	638	610	567	525
3rd Cover – Inside Bk Cover	650	602	553	528	492	455

Four Color — Rates per issue						
	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
1/6 Page	126	122	114	106	98	93
1/4 Page	150	139	128	122	114	105
1/3 Page	190	179	168	161	154	145
1/2 Page	300	277	255	244	227	210
2/3 Page	400	370	336	302	270	252
1 Page	500	463	425	406	378	350

Production Schedule			
2020-21	Reservation Date	Material Deadline	Magazine Sale Date
Premier Issue	11-01-20	11-08-20	12-01-20
Jan/Feb Issue	12-01-20	12-07-20	01-04-21
Mar/Apr Issue	02-01-21	02-08-21	03-05-21
May/Jun Issue	04-01-21	04-08-21	05-07-21
Jul/Aug Issue	06-01-21	06-08-21	07-09-21
Sep/Oct Issue	08-02-21	08-09-21	09-06-21
Nov/Dec Issue	10-01-21	10-08-21	11-08-21