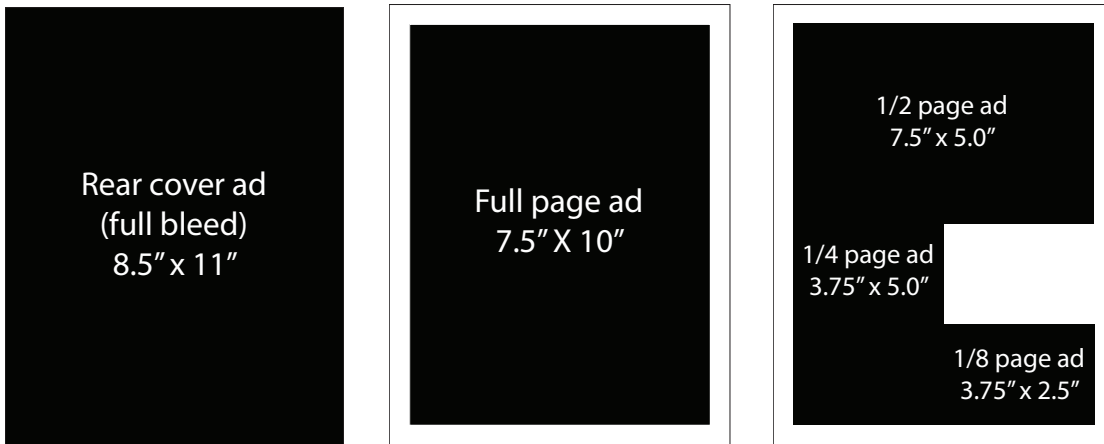




**Vintage Japanese
Motorcycle Club**
North America, Inc.

Guidelines and rate sheet for advertising in the VJMC magazine

Ad sizes available:



Specifications: Ads must be submitted at 300 dpi or greater in order to be printed. 4-color ads should be rendered in CYMK to ensure proper printing. Custom-sized ads will be considered; please contact the Display Advertising Officer for inquiries.

Rates: Please note that prices are for each insertion into the magazine. Payment in USD is due in advance; artwork and payment are due 45 days prior to the month that the magazine is to have the first ad inserted. Payments may be made by check, payable to VJMC, or by using our online storefront (vjmc.org/store) where credit cards are accepted. Artwork assistance is available at a nominal charge. One-color borders for ads are available at \$20 per insertion. Most rates are discounted for three to five insertions and further discounted for six insertions (see rate table below).

Deadlines:	Feb/Mar issue: Dec 25	Apr/May issue: Feb 25	Jun/Jul issue: Apr 25
	Aug/Sep issue: Jun 25	Oct/Nov issue: Aug 25	Dec/Jan issue: Oct 25

(rates on next page)

Rate sheet:

Format	1 - 2 occurrences	3 - 5 occurrences	6 occurrences
B&W Full page ad	\$160 ea.	\$150 ea.	\$140 ea.
B&W 1/2 page ad	\$95 ea.	\$85 ea.	\$80 ea.
B&W 1/4 page ad	\$60 ea.	\$55 ea.	\$50 ea.
B&W 1/8 page ad	\$35 ea.	\$32 ea.	\$30 ea.
B&W Rear cover	N/A	N/A	N/A
2-color Full page ad	\$200 ea.	\$185 ea.	\$170 ea.
2-color Rear cover ad	\$250 ea.	\$225 ea.	\$210 ea.
2-color 1/2 page ad	\$140 ea.	\$130 ea.	\$115 ea.
2-color 1/4 page ad	\$90 ea.	\$75 ea.	\$65 ea.
2-color 1/8 page ad	\$45 ea.	\$42 ea.	\$40 ea.
4-color Full page ad	\$330 ea.	\$300 ea.	\$275 ea.
4-color Rear cover ad	\$425 ea.	\$390 ea.	\$350 ea.
4-color 1/2 page ad	\$195 ea.	\$180 ea.	\$160 ea.
4-color 1/4 page ad	\$110 ea.	\$100 ea.	\$90 ea.
4-color 1/8 page ad	\$75 ea.	\$70 ea.	\$60 ea.
1-color border	\$20 ea.	\$20 ea.	\$20 ea.

SPECIAL PROMOTION: Purchase three occurrences of any size print ad and get a **FREE** six-month “Commercial Link” on the VJMC web site. **OR**, purchase six occurrences and a **FREE** twelve-month “Commercial Link.” See the [web ad rate sheet](#) for details.

For more information, contact:

Gordon East

VJMC Display Advertising Officer

advertise@vjmc.org

Phone: 864-944-8687

Online payments can be made with credit card or paypal. Contact your display ad rep for payment link. Otherwise, checks should be made out to: VJMC.

If you are interesting in advertising on our web site, please contact:

Jon Radermacher

webmaster@vjmc.org

<http://vjmc.org/advertise.shtml>