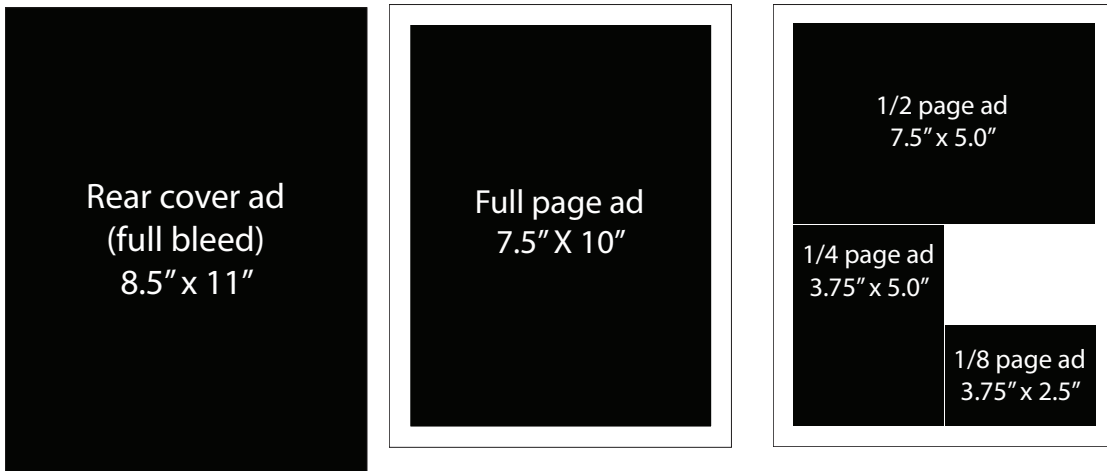




**Vintage Japanese
Motorcycle Club**
North America, Inc.

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 30 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 and PayPal 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: **Jan 1** Apr/May issue: **Mar 1** Jun/Jul issue: **May 1**
Aug/Sep issue: **Jul 1** Oct/Nov issue: **Sep 1** Dec/Jan issue: **Nov 1**

(rates on next page)

Rate sheet:

Format	1 - 2 occurrences	3 - 5 occurrences	6 occurrences
B&W Full page ad	\$140 ea.	\$132 ea.	\$128 ea.
B&W 1/2 page ad	\$80 ea.	\$77 ea.	\$72 ea.
B&W 1/4 page ad	\$42 ea.	\$40 ea.	\$38 ea.
B&W 1/8 page ad	\$25 ea.	\$25 ea.	\$25 ea.
B&W Rear cover	N/A	N/A	N/A
2-color Full page ad	\$180 ea.	\$170 ea.	\$150 ea.
2-color Rear cover ad	\$220 ea.	\$210 ea.	\$190 ea.
2-color 1/2 page ad	\$120 ea.	\$110 ea.	\$90 ea.
2-color 1/4 page ad	\$70 ea.	\$60 ea.	\$50 ea.
2-color 1/8 page ad	\$35 ea.	\$35 ea.	\$35 ea.
4-color Full page ad	\$300 ea.	\$270 ea.	\$250 ea.
4-color Rear cover ad	\$380 ea.	\$350 ea.	\$300 ea.
4-color 1/2 page ad	\$175 ea.	\$160 ea.	\$140 ea.
4-color 1/4 page ad	\$90 ea.	\$80 ea.	\$70 ea.
4-color 1/8 page ad	\$60 ea.	\$60 ea.	\$50 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:

Bob Billa

VJMC Display Advertising Officer

advertise@vjmc.org

Cell: 760-636-3288

Fax: 760-564-5219

Online payments can be made at:

4-color ads: http://vjmc.org/store/index.php?cPath=3_6

2-color ads: http://vjmc.org/store/index.php?cPath=3_5

B&W ads: http://vjmc.org/store/index.php?cPath=3_4

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

Jon Radermacher

webmaster@vjmc.org

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