



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

## Guidelines and rate sheet for advertising on the VJMC web site

**Options:** The web site has two different areas in which you can advertise: the members' landing page (banner ads) and the commercial links area (thumbnail with description). Both of these areas are only accessible by members who log into the web site.

**Members' landing page:** Only banner ad space is available on this page. When members log into the members-only part of the web site, they are automatically directed to the landing page upon successful log in. Up to three banner ads will appear at the top of the page.

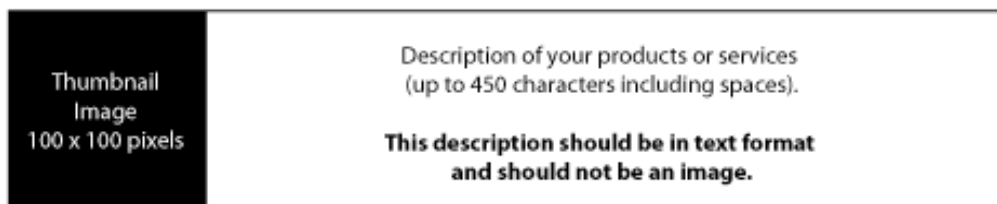
**Commercial links page:** This page is linked on the members' landing page and it contains a list of links to commercial vendors and services related to vintage motorcycles. Placement or ranking order on the list is on a first-come, first-serve basis.

### Specifications for banner ads:



Banner ads must measure 500 x 75 pixels. Custom sizes are not accepted. Artwork must be in JPG, GIF or PNG format and can be either hosted on the VJMC server or hosted on your own web server. The banner ad includes a hyperlink to your web site or email address.

### Specifications for commercial link ads:



Commercial link ads should include a 100 x 100 pixel thumbnail image and up to 450 characters of text (including spaces). Many word processing programs have a word/character count tool included. A hyperlink will be attached to the thumbnail image and to the name of your business in the text. Extra hyperlinks within the remaining text are optional, but require that you generate the HTML for the individual links. This is a convenient option if you want separate links to products or services listed in your text description.

**Rates:** Due to the highly inexpensive rates that we charge for advertising, banner ads are only available with annual and semi-annual rates and commercial link ads are only available with annual rates.

Banner ads: \$500 per year or \$300 for six months. **Discount for VJMC members:** \$250 per year or \$150 for six months for those who have been VJMC members **for at least one year** (membership must be verified by membership officer). This rate guarantees that your banner ad will appear EVERY time a member logs into the VJMC web site. Banner ads are not rotated between advertisers.

Commercial link ads: \$150 per year. **Discount for VJMC members:** \$100 per year for those who have been VJMC members **for at least one year** (membership must be verified by membership officer). Remember that placement or ranking order of your ad on the list is on a first-come, first-serve basis. The sooner you advertise with us, the closer you will be to the top of the list.

**SPECIAL PROMOTION:** Purchase three occurrences of any size print ad in the magazine 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 [print ad rate sheet](#) for details.

**Payments:** Payment in USD is due in advance before your ad will be inserted. Payments may be made by check, payable to VJMC, or by using our online storefront ([vjmc.org/store](http://vjmc.org/store)) where credit cards and PayPal are accepted.

For more information, contact:

**Jon Radermacher**

webmaster@vjmc.org

or visit:

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

If making payment by check (payable to VJMC), please mail to:

Bill Granade

VJMC Treasurer

13309 Moran Drive

Tampa, FL 33618-3011

Online payments can be made at:

<http://www.vjmc.org/store/webads.php>