

# Antique

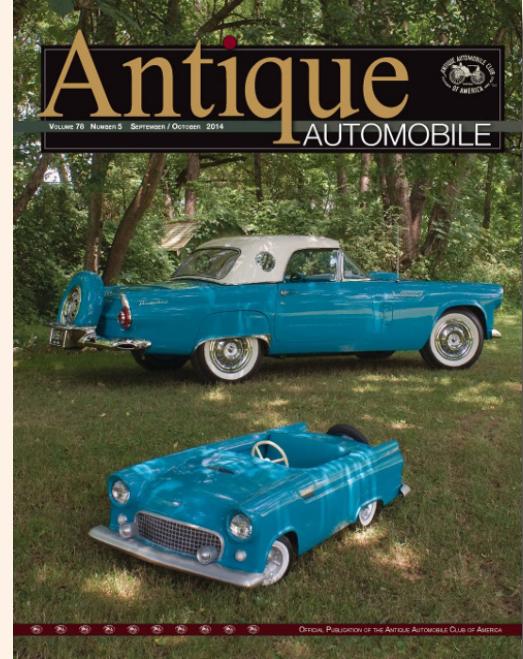
AUTOMOBILE



**Antique Automobile**, the official magazine of the Antique Automobile Club of America, is the country's foremost historical automotive magazine. Published six times a year and distributed to more than 60,000 passionate hobbyists, it contains a wide range of fine antique car feature stories, historical articles, tour accounts, and technical articles on restoration. Additionally, it carries brief items on AACA news, meets and a popular classified ad section.

## Antique Automobile reader demographics:

- Readership — 60,000+ members
- Average age — 50+
- Average income — \$80,000+
- Most readers own multiple antique automobiles



**Stacy Zimmerman**  
Marketing & Advertising  
szimmerman@aaca.org • (717) 534-1910

**West Peterson**  
Editor in Chief  
stelviogt@yahoo.com • (937) 478-6613



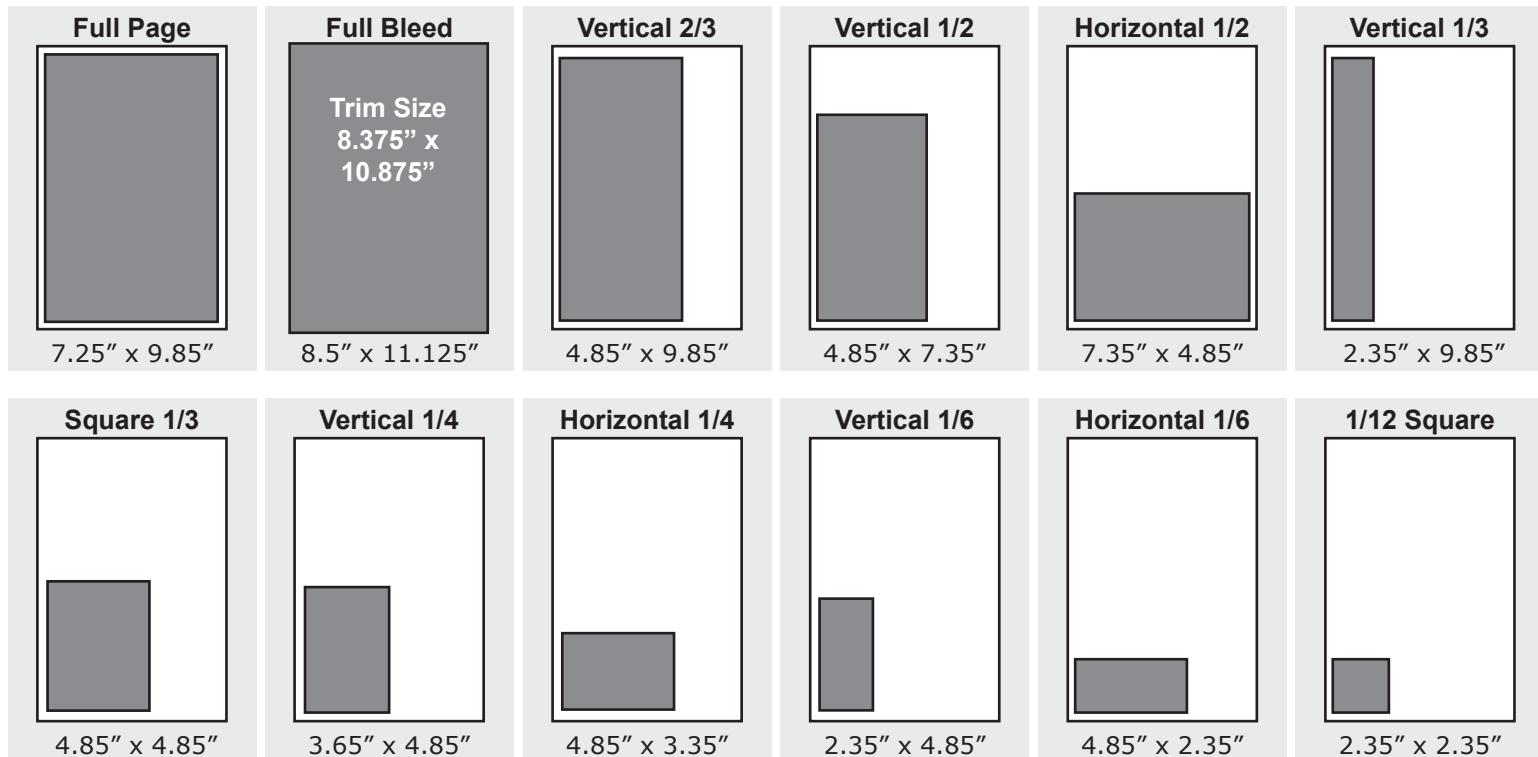
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## DISPLAY ADVERTISING

Display advertising space is available for automotive related ads only, including events and auctions. **Antique Automobile** magazine is a premier location for advertising an automotive business, service or event. The publication is received by more than 60,000 passionate hobbyists.



	1x	1x	3x	3x	6x	6x
Ad Size Options	B&W	Color	B&W	Color	B&W	Color
Full Page	\$1,175	\$1,586	\$1,116	\$1,507	\$1,085	\$1,465
2/3 Page	823	1,111	781	1,054	740	999
1/2 Page	682	921	647	873	613	828
1/3 Page	435	587	413	558	391	528
1/4 Page	353	477	335	452	317	428
1/6 Page	270	365	257	347	243	328
1/12 Page	165	223	156	211	148	200
Directory	Text Business Listing (15-25 words)				60	

\*All rates are per edition in US dollars

+Full page advertisers may REQUEST general ad placement, but in order to GUARANTEE specific placement an additional 15% fee per ad will be assessed. (upon availability)



## ADVERTISING AGREEMENT

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Magazine display ads must be submitted in one of the following manners or additional cost will be passed onto the advertiser:

1. Email print-ready PDF or JPEG advertisement to Stacy Zimmerman at **szimmerman@aaca.org**
2. FEDEX or UPS physical copy provided on a CD to:

Stacy Zimmerman, AACA, 501 W. Governor Road, Hershey, PA 17033

*Automotive related ads only, including events and auctions. Editors reserve the right to edit or reject any advertising. NO cancellation after ad closing date. Event advertising accepted as well as auctions.*

Issue	Ad Deadline	Ad Reserved	Ad Price
July/August 2017	May 25, 2017		\$
September/October 2017	July 25, 2017		\$
November/December 2017	September 24, 2017		\$
January/February 2018	November 24, 2017		\$
March/April 2018	January 25, 2018		\$
May/June 2018	March 25, 2018		\$
<b>Total:</b>			\$

### 3 PAYMENT OPTIONS

1. **CHECK:** Make payable to the AACA, send to: *(you may make one payment or pre-pay the total)*

**Stacy Zimmerman, AACA Advertising, 501 Governor Road, Hershey, PA 17033**

2. **INVOICE:** \_\_\_\_\_ Invoice after each issue

3. **CREDIT CARD:** VISA, MasterCard or Discover accepted

\_\_\_\_\_ Charge total      \_\_\_\_\_ Charge card after each issue

Name on Card: \_\_\_\_\_

Address associated with Card: \_\_\_\_\_

Account #: \_\_\_\_\_ Expiration: \_\_\_\_\_ CSV code: \_\_\_\_\_

Date: \_\_\_\_\_

**Advertiser Signature**    *By signing, I agree to the terms of this contract and to pay the stated amount.*