

RATE CARD NUMBER 49 / EFFECTIVE JANUARY 2024 ISSUE

IMPORTANT: To assure your space reservation, all orders must arrive by our closing date. When time is of the essence, verbal orders are accepted upon the understanding that Publisher cannot be held responsible for insertion of materials which arrive past closing date.

ADVERTISING RATES

	1-5 times	6-11 times	12 or more times
Black & White			
Full Page	\$960	\$850	\$700
2/3 Page	700	600	500
1/2 Page	550	475	400
1/3 Page	400	350	300
1/4 Page	325	280	240
1/6 Page	225	200	160
1/12 Page	120	100	90

Black & 1 Color

Full Page	\$1260	\$1080	\$945
2/3 Page	990	900	765
1/2 Page	855	765	657
1/3 Page	684	612	540
1/4 Page	585	517	450
1/6 Page	333	270	225
1/12 Page	270	189	162

4 Color

Full Page	\$1957	\$1732	\$1485
2/3 Page	1777	1507	1305
1/2 Page	1552	1372	1170
1/3 Page	1372	1282	1957
1/4 Page	1192	1102	900
1/6 Page	630	585	540
1/12 Page	360	270	247

Covers (4 color only)

Cover 2 & 3	\$2340	\$2070	\$1755
Cover 4	3465	2997	2511

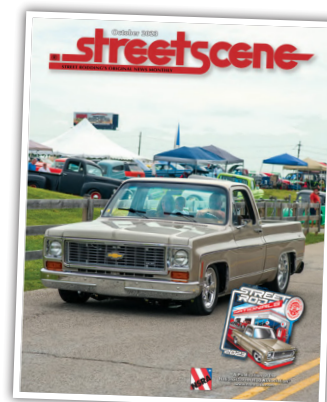
COMMISSIONS 15% to recognized agencies only.

TERMS Net 30 days. Cash required with order until credit with publisher is established. Delinquent accounts subject to a finance charge of 1.5% per month or a total of 18% annually. Payments must be in U.S. funds.

Wherehouse: All Wherehouse ads are 1/12th in size black & white, and must be run for 6 consecutive months. Cost is \$70 per month with the total 6 months insertion due in full (\$420) and camera ready art work due in advance. No Agency Commission. Black & 1 Color - \$600. 4 Color - \$900.

BOB REYNOLDS
(925) 855-1808 • nsrabob@yahoo.com

TOM VOLLBRECHT JR.
(651) 213-3183 • tvollbrecht@nsra-usa.com

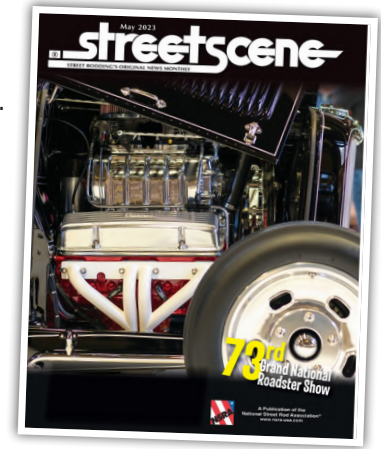


ADVERTISING CLOSING DATES & MATERIAL DEADLINES

Ad and material closing dates are the first Tuesday of the month for the issue, two months forward of that cover date. Example: March issue closes on the first Tuesday in January. July issue closes on the first Tuesday in May.

JULY - PreNationals issue
OCTOBER - Nationals coverage and SEMA issue

Orders cannot be canceled following closing dates.



COPY AND CONTRACT REGULATIONS

The Publisher reserves the right to accept or reject all advertising copy which at his discretion is deemed objectionable, misleading, or not in the best interest of the reader. All verbal instructions regarding contracts or insertions must be confirmed in writing.

Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of Rate Card Number 49.

All advertisements accepted and published by the Publisher upon the representation that the agency and/or advertiser is properly authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements or publication, the agency and/or advertiser will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits or libel, violation or right of privacy, plagiarism, or copyright infringement.

Publisher shall have no liability for errors in key numbers, codes corrections and/or changes to advertisers artwork.

All ads are placed by the Editorial Department depending on size, shape and competing products. Ads may be combined on a full page in different configurations.

AD ARTWORK

Please send all new ad artwork to: **Tom Vollbrecht Jr. at tvollbrecht@nsra-usa.com, call: (651) 213-3183 with any questions.**
 If the file is too large for emailing, it may be sent via Dropbox.

Full Page Trim Size: 8.375"x10.875" Half Page Trim Size: 8.375"x5.430"

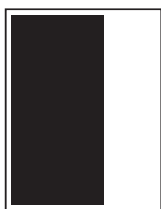
Safety Area Full Page: 7"x10" Safety Area Half Page: 7"x4 7/8"

(no critical content outside this area) Add .125" to all edges of ad for **Bleed**

1 Page.....	7" wide x 10" high	1/4 Page (1 col.).....	2 1/4" wide x 7 3/8" high
2/3 Page (2 cols.)	4 5/8" wide x 10" high	1/4 Page (2 cols.)	4 5/8" wide x 3 5/8" high
1/2 Page (2 cols.).....	4 5/8" wide x 7 3/8" high	1/6 Page (1 col.).....	2 1/4" wide x 4 7/8" high
1/2 Page (3 cols.).....	7" wide x 4 7/8" high	1/6 Page (2 cols.).....	4 5/8" wide x 2 7/16" high
1/3 Page (1 col.)	2 1/4" wide x 10" high	1/12 Page (1 col.)	2 1/4" wide x 2 7/16" high
1/3 Page (2 cols.).....	4 5/8" wide x 4 7/8" high		



Full Page
(7" x 10")



2/3 Page
(4 5/8" x 10")



1/2 Page, 2 Column
(4 5/8" x 7 3/8")



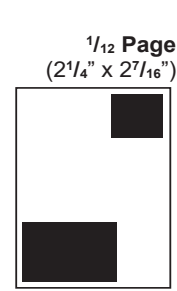
1/2 Page, 3 Column
(7" x 4 7/8")



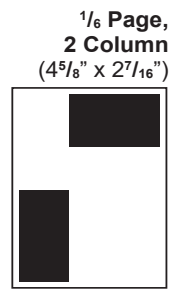
1/3 Page, 1 Column
(2 1/4" x 10")



1/3 Page, 2 Column
(4 5/8" x 4 7/8")



1/4 Page, 2 Column
(4 5/8" x 3 5/8")



1/6 Page, 1 Column
(2 1/4" x 4 7/8")