

## RATE CARD NUMBER 50 / EFFECTIVE JANUARY 2025 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	\$1056	\$935	\$770
2/3 Page	770	660	550
1/2 Page	605	523	440
1/3 Page	440	385	330
1/4 Page	358	308	264
1/6 Page	248	220	176
1/12 Page	132	110	99

#### Black & 1 Color

Full Page	\$1386	\$1188	\$1040
2/3 Page	1089	990	842
1/2 Page	941	842	723
1/3 Page	753	674	594
1/4 Page	644	569	495
1/6 Page	366	297	248
1/12 Page	297	208	178

#### 4 Color

Full Page	\$2153	\$1905	\$1634
2/3 Page	1955	1658	1436
1/2 Page	1707	1509	1287
1/3 Page	1509	1410	1163
1/4 Page	1311	1212	990
1/6 Page	693	644	594
1/12 Page	396	297	272

#### Covers (4 color only)

Cover 2 & 3	\$2574	\$2277	\$1931
Cover 4	3812	3297	2762

**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 \$77 per month with the total 6 months insertion due in full (\$462) and camera ready art work due in advance. No Agency Commission. Black & 1 Color - \$660. 4 Color - \$990.

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

**TOM VOLLBRECHT**  
(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 50.

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 at [tvollbrecht@nsra-usa.com](mailto: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"**

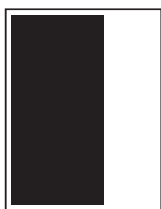
(no critical content outside this area) Add .125" to all edges of ad for **Bleed**

1 Page.....7" wide x 10" high  
 2/3 Page (2 cols.) ..... 4<sup>5</sup>/<sub>8</sub>" wide x 10" high  
 1/2 Page (2 cols.)..... 4<sup>5</sup>/<sub>8</sub>" wide x 7<sup>3</sup>/<sub>8</sub>" high  
 1/2 Page (3 cols.)..... 7" wide x 4<sup>7</sup>/<sub>8</sub>" high  
 1/3 Page (1 col.) ..... 2<sup>1</sup>/<sub>4</sub>" wide x 10" high  
 1/3 Page (2 cols.)..... 4<sup>5</sup>/<sub>8</sub>" wide x 4<sup>7</sup>/<sub>8</sub>" high

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



**Full Page**  
(7" x 10")



**2/3 Page**  
(4<sup>5</sup>/<sub>8</sub>" x 10")



**1/2 Page, 2 Column**  
(4<sup>5</sup>/<sub>8</sub>" x 7<sup>3</sup>/<sub>8</sub>")



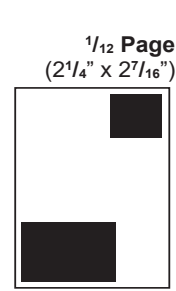
**1/2 Page, 3 Column**  
(7" x 4<sup>7</sup>/<sub>8</sub>")



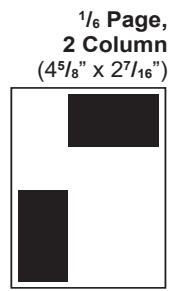
**1/3 Page, 1 Column**  
(2<sup>1</sup>/<sub>4</sub>" x 10")



**1/3 Page, 2 Column**  
(4<sup>5</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>")



**1/4 Page, 2 Column**  
(4<sup>5</sup>/<sub>8</sub>" x 3<sup>5</sup>/<sub>8</sub>")



**1/6 Page, 1 Column**  
(2<sup>1</sup>/<sub>4</sub>" x 4<sup>7</sup>/<sub>8</sub>")