

**ADVERTISING RATES
DEMOGRAPHICS AND SPECIFICATIONS**



**Chevy Classics
Magazine**

Chevy Classics features the legendary Bowtie brands that have graced our landscape for over 60 years! Bel-Air, Impala, Corvette, Camaro, Chevelle, El Camino, Chevy II/Nova & Chevy Truck, and all related sub-models. Our stories touch the heart, and sometimes put you right in the driver's seat!

Readers enjoy full-length feature stories, detailed "how-to" technical articles, Chevrolet history, road trip stories, and more!

ESTABLISHED 1974
PUBLISHED MONTHLY
CLUB MEMBERS/SUBSCRIBERS: 11,200
TOTAL READERSHIP: approx. 18,500
website: www.ChevyClassicsClub.com



General Policies: Acceptance of all advertising is subject to Publisher's approval and agreement by the Advertiser to indemnify and protect Publisher from loss or expense on claims and suits based upon contents of advertisements. This includes, but is not limited to libel, plagiarism, copyright infringement and unauthorized use of person's name or photograph.

The Advertiser indemnifies and holds harmless the Publisher for any and all losses (including but not limited to reasonable attorney's fees) resulting from the Publisher exercising its right to not publish submissions from the Advertiser.

Publisher shall not be liable for any costs or damages if for any reason an advertisement is not published.

The Publisher reserves the right to modify (at the Advertiser's expense) any advertisement, with the Advertiser's express approval (without the Advertiser's approval if the ad materials are received after the posted and/or printed "Ad Materials Due" date), in such cases where the Publisher finds the copy, artwork or any other creative element to be (but not limited to) libelous, misleading, obscene, offensive or otherwise objectionable.

The Publisher reserves the right to place the word "advertisement" on advertising copy that in the Publisher's opinion, appears to be editorial matter.

Publisher will not be bound by conditions printed on or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

Rate Policy: Advertisers will be short-rated or credited if, within their contract period, they use an amount of space or number of insertions that earn a rate different from the rate at which they have been billed.

Any communications regarding any disputes and/or payments relative to any Invoice or Account which is the subject of any dispute must be sent to:

Colin Date
Eckler Industries, Inc.
5200 S. Washington Ave.
Titusville, FL 32780
321-385-1839
Fax: 321-385-9306

PUBLICATION SCHEDULE

2016		
Issue	Close	Materials Due
Jan 2016	Nov 3, 2015	Nov 13, 2015
Feb 2016	Dec 1, 2015	Dec 14, 2015
Mar 2016	Jan 5, 2016	Jan 12, 2016
Apr 2016	Feb 2, 2016	Feb 12, 2016
May 2016	Mar 2, 2016	Mar 14, 2016
June 2016	Apr 1, 2016	Apr 13, 2016
July 2016	May 2, 2016	May 13, 2016
Aug 2016	June 1, 2016	June 14, 2016
Sept 2016	July 1, 2016	July 14, 2016
Oct 2016	Aug 3, 2016	Aug 12, 2016
Nov 2016	Sept 1, 2016	Sept 13, 2016
Dec 2016	Oct 3, 2016	Oct 14, 2016

DEMOGRAPHIC PROFILE

Male	96.9%
Married.....	91.5%
Attended College	50.2%
Average Household Income.....	\$57,745
Average Purchase Amount	\$702.00
Working Full Time	79.6%
Average Age.....	52.1
Home Ownership	89.8%
AGE:	
18 to 34 Years	4.6%
35 to 49 Years	17.9%
50 to 64 Years	59.4%
65+ Years.....	14.8%
HOUSEHOLD INCOME:	
Under \$20,000	0.0%
25 to 34,999	12.5%
35 to 9,999	21.1%
50 to 74,999	22.0%
75,000+	39.0%
READER INTERACTION:	
Attend Car Shows or events	75.2%
CLASSIC CHEVY OWNERSHIP:	
Currently Own a Classic Chevy.	100%
Number Classic Chevy's Owned.....	1.7

Standard Display Ad Rates

Ad Rates (All Ads Are Full Color)

	1X	3X	6X	12X
Full Pg	\$750	\$725	\$700	\$675
½ pg	\$450	\$425	\$400	\$375
1/3	\$350	\$325	\$300	\$275
1/4	\$250	\$225	\$200	\$175
1/8 pg	\$150	\$125	\$100	\$75

Covers Rates 4-Color

	1X	3X	6X	12X
IBC	\$850	\$825	\$800	\$775

Please note: IFC and Back Cover are currently not available

Standard Display Ad Size Chart

Ad Size	Non-Bleed	Trim Size	Bleed Size
Full Page	7.675 x 9.55	8.375 x 10.875	8.625 x 11.125
1/2 Vertical	3.713 x 9.55	N/A	N/A
1/2 Horizontal	7.675 x 4.738	N/A	N/A
1/3 Vertical	2.392 x 9.725	N/A	N/A
1/3 Square	5.034 x 4.738	N/A	N/A
1/4 Vertical	3.713 x 4.738	N/A	N/A
1/4 Horizontal	7.675 x 2.244	N/A	N/A
1/8 Horizontal	3.713 x 2.244	N/A	N/A

Classified Display Ad Rates

	1X	3X	6X	9X	12X
1/8	\$260	\$250	\$240	\$230	\$221
1/16	\$144	\$138	\$132	\$127	\$122
1/32	\$85	\$82	\$79	\$76	\$73

Classified Display Ad Size Chart

1/8 Vertical	1.75 x 4.75
1/8 Horizontal	3.687 x 2.375
1/16	1.75 x 2.375
1/32	1.75 x 1.187

Printing and Preparation Specifications

Type: Web Offset

Binding: Saddle Stitched

Covers: 150 Line Screen

Body: 133 Line Screen (4C); 110 Line Screen (BW)

General Ad Specs:

File types accepted (listed in order of preference)

- PDF/X-1a • Illustrator 8.0+ EPS
- TIFF/IT-P1 • PhotoShop 6.0+ EPS

Images - Photographic:

- Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB. Images used in black and white ads must be Grayscale.
- The maximum ink coverage (C + Y + M + K) should be no more than 300%.
- The effective resolution of images should be between 250 and 400 dpi. (Effective resolution is the resolution at which the image was scanned, divided by the scale at which it is used in Quark or InDesign. An image scanned to an output resolution of 300 dpi and used at 75% would have an effective resolution of $300 / 0.75 = 400$.)
- Images should not contain embedded transfer functions or halftone screens.
- Do not use ICC profiles or other color management.
- Silhouettes should be created in PhotoShop, never in QuarkXPress or other page layout programs. When using clipping paths, leave the flatness setting blank. Do not use embedded paths in Quark.

Linework:

- Should be saved as a bitmap TIFF.
- Should have an effective resolution between 1200 to 2400 dpi.

Vector: (EPS logos, etc.)

- Images must be embedded, not linked.
- Fonts must be converted to outline (preferred) or embedded within the EPS.
- Do not place EPS files inside of EPS files.

Colors:

- No RGB or Pantone color spaces.
- Must be set to CMYK Model.
- Total ink coverage must not exceed 300%.

Media:

- Files can be sent on CD, Email or by FTP. Your production contact at Eckler's can provide details.

Proofs:

- A content proof MUST be submitted with every ad — No exceptions!
- All proofs should be at 100% and include Centered registration marks.
- For color ads a properly calibrated, SWOP-standard proof with color bar should be included for color guidance on press.

Fonts:

- We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF.
- Type must not have styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected. Document setup
- For full page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim.
- Two-page ads must be created as two individual pages, not one double-size page.
- Maximum one ad per document.

Proof Policy:

Four Color Ads -

Eckler Industries, Inc. requires a content proof for all ads — No Exceptions. The content proof (printed at 100% with registration marks/crop marks and color bar) can serve as a color proof as well if it adheres to SWOP standards (a list of SWOP certified proofers can be found at <http://swop.org/certification.html#cert>). If a SWOP standard proof is not provided, Eckler Industries, Inc. will pull one for an additional charge of \$60. Eckler Industries, Inc. is NOT responsible for matching color on ads that do not supply a SWOP-certified proof.

Submitting Your Ad -

Ads can be submitted in any one of the following ways:
Mail/Overnight Delivery, Email or via our FTP site to:

Colin Date
Chevy Classics Magazine
5200 S. Washington Ave.
Titusville, FL 32780
ECKCD@ecklers.net

FTP://70.150.118.196/ads
user: ECKLERAD
pass: Eckad09

