

Old Cars

2019 Media Kit

CONTACT ADVERTISING SALES REPRESENTATIVE:



Old Cars
Weekly News & Marketplace

Old Cars Report
Price Guide





Old Cars covers the entire field of collectible automobiles — from the classic touring cars and roadsters of the early 1900s, to the popular muscle cars of the 1960s and '70s and beyond. Published 38 times a year, Old Cars features hobby news, vintage car and truck owner perspectives, historical reviews of popular and obscure marques, show and auction previews and reports, new products and more. Each issue includes hundreds of upcoming car show and auction listings and multiple pages of classified ads.

OLD CARS WEEKLY ADVERTISING DEADLINES & EDITORIAL CALENDAR:

COVER DATE	AD CLOSE	MAIL DATE	EDITORIAL
Jan 3, 2019	12/5/18	12/14/18	2019 Meet The Industry. Special Advertorial Section
Jan 10, 2019	12/12/18	12/21/18	2019 Arizona Auctions issue. Top 10 issue.
Jan 31, 2019	1/2/19	1/11/19	Ford
Feb 7, 2019	1/9/19	1/23/19	Atlantic City Show & Auction. Top 10 issue
Feb 21, 2019	1/23/19	2/1/19	Chevy
Feb 28, 2019	1/30/19	2/8/19	Restoration & Car Care
Mar 7, 2019	2/6/19	2/15/19	Museums. Amelia Island Preview.
Mar 21, 2019	2/20/19	3/1/19	Preview 2019 Shows & Auctions. Top 10 issue.
Mar 28, 2019	2/27/19	3/8/19	Muscle Cars/Concept Cars
Apr 4, 2019	3/6/19	3/15/19	Ford. Bonus: Spring Charlotte
Apr 11, 2019	3/13/19	3/22/19	Trucks/Garage Gallery
Apr 18, 2019	3/20/19	3/29/19	Spring Carlisle. Top 10 issue
Apr 25, 2019	3/27/19	4/5/19	Corvette issue. Bonus at: Spring Jefferson, WI
May 2, 2019	4/3/19	4/12/19	Annual Car Club & Spring Car Care
May 16, 2019	4/17/19	4/26/19	Father's Day Gift Guide - Top 10 issue
May 23, 2019	4/24/19	5/3/19	Ford issue. Bonus: Carlisle All-Ford Nationals
May 30, 2019	5/1/19	5/10/19	Summer Shows, Events & Museums
Jun 6, 2019	5/8/19	5/17/19	Back to the 50's - Hot Rods & Customs
Jun 13, 2019	5/15/19	5/24/19	GM issue. Bonus: Carlisle All - GM Nat'l's.
Jun 20, 2019	5/21/19	5/31/19	Chrysler issue. Bonus: Carlisle All Chrysler Nat'l's
Jul 4, 2019	6/5/19	6/14/19	IOLA issue! Calling All Car Clubs
Jul 11, 2019	6/12/19	6/21/19	Thunderbirds/Mustangs. Bonus: Summer Elkhorn, WI
Jul 18, 2019	6/19/19	6/28/19	Trucks. Bonus: Carlisle All-Truck Nat'l's
Jul 25, 2019	6/26/19	7/8/19	Pebble Beach. Early Brass. Top 10 issue.
Aug 15, 2019	7/17/19	7/26/19	Iola Review. Bonus: Corvettes@Carlisle, Woodward Dream Cruise
Aug 22, 2019	7/24/19	8/2/19	Fall Auburn/A.C.D. Cars
Aug 29, 2019	7/31/19	8/9/19	Fall Shows & Auctions/Hot Rod & Custom
Sep 5, 2019	8/7/19	8/16/19	Ford issue: Bonus Fall Charlotte
Sep 12, 2019	8/14/19	8/23/19	Muscle Cars. Bonus: Fall Jefferson, WI
Sep 26, 2019	8/27/19	9/6/19	Fall Carlisle. Top 10. Also featuring Chevrolet
Oct 3, 2019	9/4/19	9/13/19	Hershey. Top 10 issue
Oct 17, 2019	9/18/19	9/27/19	Fall Storage & Restoration.
Oct 24, 2019	9/25/19	10/4/19	SEMA. New Products Section.
Nov 7, 2019	10/9/19	10/18/19	Muscle Cars. Bonus: Multiple automotive events in Florida.
Nov 14, 2019	10/16/19	10/25/19	Holiday Gift Guide/Pre-War Classic Cars. Top 10 issue
Nov 28, 2019	10/30/19	11/8/19	Chevy
Dec 5, 2019	11/6/19	11/15/19	Preview 2020 Shows & Auctions
Dec 12, 2019	11/13/19	11/22/19	Holiday Greetings--Automotive Art/Garage Gallery
Jan 2, 2020	12/4/19	12/13/19	2020 Meet The Industry. Special Advertorial Section
Jan 9, 2020	12/11/19	12/20/19	2020 Arizona Auctions issue. Top 10 issue.

OLD CARS WEEKLY deadlines at 10 a.m. CST on Wednesday each week.
Deadline may be changed to allow for holidays.

DISPLAY ADVERTISING SIZES:

OLD CARS WEEKLY DISPLAY ADVERTISING RATES: (NET PER ISSUE)

Ad Size	1 Issue	12 Issues	26 Issues	1 Year
Full Pg 4-C (7" x 10")	\$2,496	\$2,395	\$2,295	\$2,197
Full Pg B&W (7" x 10")	1,962	1,830	1,710	1,584
2/3 V 4-C (4.625" x 10")	2,192	1,992	1,895	1,804
2/3 V B&W (4.625" x 10")	1,530	1,422	1,338	1,254
1/2 H 4-C (7" x 4.75")	1,886	1,689	1,593	1,490
1/2 H B&W (7" x 4.75")	1,088	1,020	990	945
1/2 V 4-C (3.4375" x 10")	1,886	1,689	1,593	1,490
1/2 V B&W (3.4375" x 10")	1,088	1,020	990	945
1/2 Island 4-C (4.625" x 7")	1,886	1,689	1,593	1,490
1/2 Island B&W (4.625" x 7")	1,100	1,020	990	945
1/3 V 4-C (2.25" x 10")	1,297	1,197	1,098	999
1/3 V B&W (2.25" x 10")	887	825	789	748
1/3 Square 4-C (4.625" x 4.75")	1,297	1,197	1,098	999
1/3 Square B&W (4.625" x 4.75")	887	825	789	748
1/4 Square B&W (4.625" x 3.25")	794	781	738	690
1/4 H B&W (7" x 2.25")	794	781	738	690
1/4 V 4-C (3.4375" x 4.75")	1,196	1,098	996	897
1/4 V B&W (3.4375" x 4.75")	794	781	738	690
1/6 V B&W (2.25" x 4.75")	462	440	432	408
1/6 H B&W (4.625" x 2.25")	462	440	432	408
1/12 Square B&W (2.25" x 2.25")	258	239	230	225
Business Card B&W (3.25" x 1.25")	168	156	150	138

* Color based on availability. Check with your sales rep for additional color options.

FOUR COLOR COVER: (NET PER ISSUE)

Ad Size	Dimensions	1 Issue
1/2 Island	4.625" x 7"	\$1,960
Front Cover Square	2.25" x 2.25"	\$415
Bottom Cover	3.25" x 1.5"	\$375

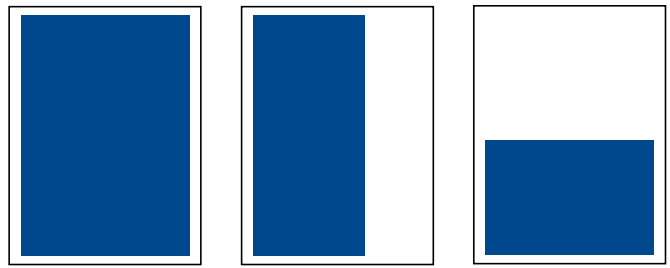
CLASSIFIED DISPLAY ADVERTISING RATES (Black & White):

(NET PER ISSUE)

Inches	1 Issue	12 Issues	26 Issues	1 Year
1 col. x 1"	\$75	\$66	\$64	\$57
1 col. x 2"	128	105	102	96
1 col. x 3"	173	143	135	108
1 col. x 4"	220	182	176	169
1 col. x 5"	281	230	226	216
2 col. x 1"	128	105	102	96
2 col. x 2"	220	182	176	169
2 col. x 3"	330	273	265	255
2 col. x 4"	442	354	344	329
2 col. x 5"	527	439	425	407
3 col. x 1"	173	143	135	108
3 col. x 2"	330	273	266	255
3 col. x 3"	523	432	420	402
3 col. x 4"	626	521	502	480
3 col. x 5"	781	699	685	672
4 col. x 1"	220	182	176	169
4 col. x 2"	442	354	344	329
4 col. x 3"	626	521	502	480
4 col. x 4"	824	686	660	631
4 col. x 5"	1,030	857	825	789

4 columns to a page

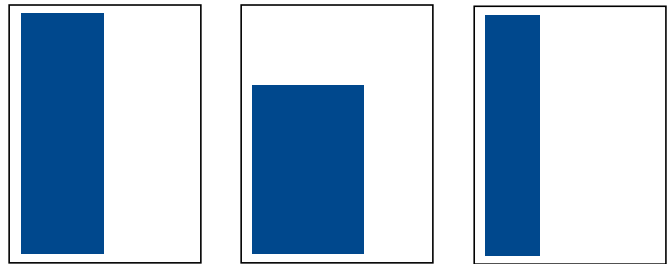
1 column	1.5" wide	2 columns	3.33" wide
3 columns	5.1667" wide	4 columns	7" wide



Full Page
7" x 10"

2/3 Vertical
4.625" x 10"

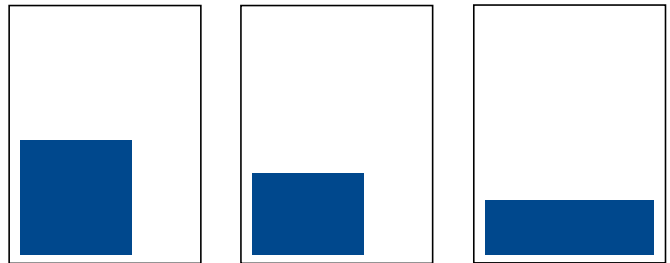
1/2 Horizontal
7" x 4.75"



1/2 Vertical
3.4375" x 10"

1/2 Island
4.625" x 7"

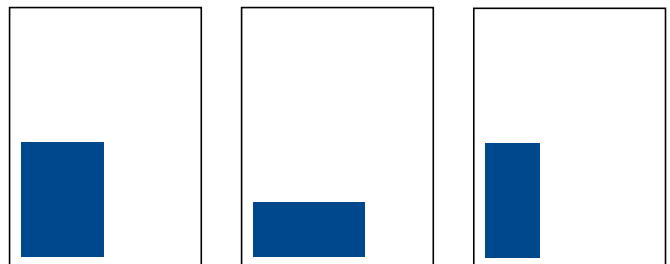
1/3 Vertical
2.25" x 10"



1/3 Square
4.625" x 4.75"

1/4 Square
4.625" x 3.25"

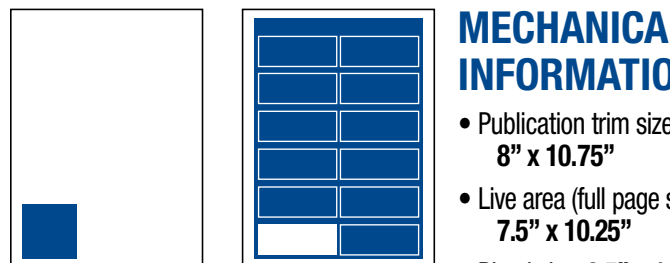
1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.4375" x 4.75"

1/6 Horizontal
4.625" x 2.25"

1/6 Vertical
2.25" x 4.75"



1/12 Square
2.25" x 2.25"

Business Card
3.25" x 1.25"

MECHANICAL INFORMATION:

- Publication trim size: **8" x 10.75"**
- Live area (full page size): **7.5" x 10.25"**
- Bleed size: **8.5" x 11.25"**

Old Cars Report Price Guide

OLD CARS REPORT PRICE GUIDE ADVERTISING DEADLINES:

ISSUE	AD CLOSE	MAIL DATE
Jan-Feb 2019	12/13/18	1/9/19
Mar-Apr 2019	2/7/19	3/6/19
May-Jun 2019	4/11/19	5/8/19
July-Aug 2019	6/20/19	7/17/19
Sept-Oct 2019	8/8/19	9/4/19
Nov-Dec 2019	10/10/19	11/6/19
Jan-Feb 2020	12/12/19	1/8/20

DISPLAY ADVERTISING RATES (Black & White): (NET PER ISSUE)

Ad Size	w" x h"	1 issue	3 issues	6 issues
Full Page	7" x 10"	\$1,995	\$1,770	\$1,570
2/3 Page	4-5/8" x 10"	1,435	1,265	1,120
1/2 Page	7" x 5"	1,105	975	895
3 Col x 3"	7" x 3"	830	615	545
3 Col x 2"	7" x 2"	695	420	375
2 Col x 5"	4-5/8" x 5"	755	675	595
2 Col x 4"	4-5/8" x 4"	635	565	495
2 Col x 3"	4-5/8" x 3"	475	420	375
2 Col x 2"	4-5/8" x 2"	332	297	265
1 Col x 5"	2-1/4" x 5"	399	358	315
1 Col x 4"	2-1/4" x 4"	332	297	265
1 Col x 3"	2-1/4" x 3"	255	225	200
1 Col x 2"	2-1/4" x 2"	175	155	137

FOUR COLOR GLOSSY SECTION & COVER: (NET PER ISSUE)

Description	Dimensions	1 Issue	3 Issues	6 issues
Full Page	7" x 10"	\$3,540	\$3,275	\$3,040
1/2 Page Horiz.	7" x 4-7/8"	1,845	1,760	1,705
1/2 Page Vert.	3-1/2" x 10"	1,845	1,760	1,705
1/4 Page	3-1/2" x 4-7/8"	1,005	925	855
1/8 Page	3-1/2" x 2-1/4"	520	478	445

No Color Ads Available in Pricing Section.

SPECIAL DISPLAY ADVERTISING UNITS:

Appraiser's Unit

Black and White (NET PER ISSUE)

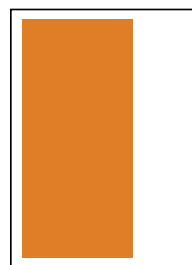
1-6 ISSUES: \$74

Appraiser Ad Size: 2-1/4" x 1"

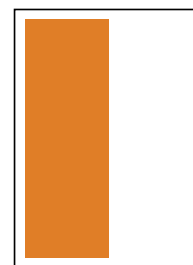
DISPLAY ADVERTISING SIZES:



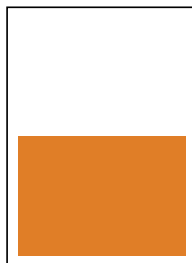
Full Page
7" x 10"



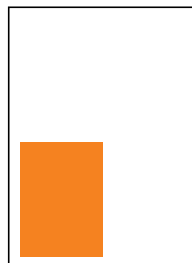
2/3 Page
4-5/8" x 10"



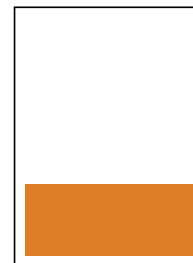
1/2 Page
3-1/2" x 10"



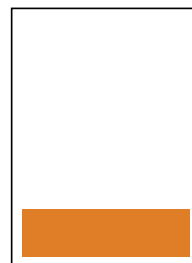
1/2 Page
7" x 5"



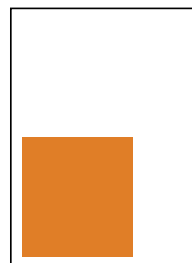
1/4 Page
3-1/2" x 4-7/8"



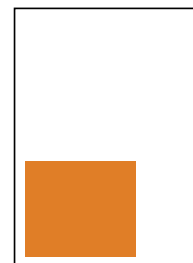
3 Col x 3"
7" x 3"



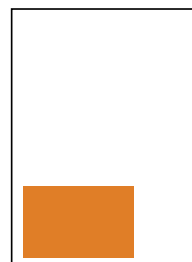
3 Col x 2"
7" x 2"



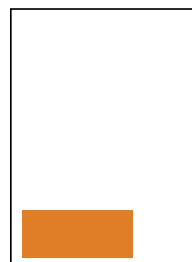
2 Col x 5"
4-5/8" x 5"



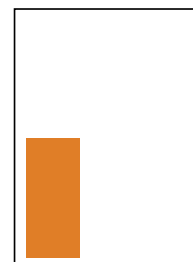
2 Col x 4"
4-5/8" x 4"



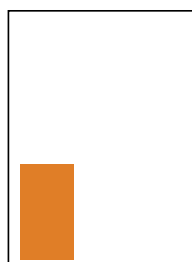
2 Col x 3"
4-5/8" x 3"



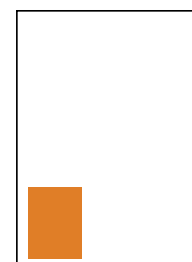
2 Col x 2"
4-5/8" x 2"



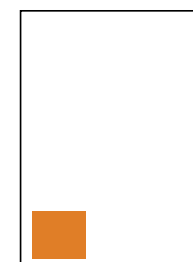
1 Col x 5"
2-1/4" x 5"



1 Col x 4"
2-1/4" x 4"



1 Col x 3"
2-1/4" x 3"



1 Col x 2"
2-1/4" x 2"

MECHANICAL INFORMATION:

- Publication trim size: **7.75" x 10.5"**
- Live area (full page size): **7" x 10"**
- Bleed size: **8" x 10.75"**

ELECTRONIC ADVERTISING/INTERNET

Get the online traffic you're looking for!

F+W Media Automotive Group can create an online advertising package to fit your needs and your budget. Our websites provide advertising opportunities for you to sell inventory, promote your own website, link to your auctions, or echo your message to thousands of car collectors, buyers and sellers. Purchasing an advertising package with us ensures that your message will reach a targeted audience in a variety of ways. Here are a few:

Let us create a unique advertising package specifically for you.

WEB ADVERTISING:

Web ads exist on a site between print publication issues and long after the print publication has been read or disposed of making them very effective for time-sensitive events like sales, shows or auctions. Unlike Google ads—YOU control when and where the ad is placed.



OldCarsWeekly.com

Ad Type	Ad Size (pixels)	Price
Box	300 x 250	\$1,500/mo
Button	125 x 125	\$320/mo

DEDICATED E-MAIL BROADCASTS (DEBS):

Send your exclusive e-mail message—with live links—to our e-newsletter reader list and reach 21,000+ online subscribers. You are essentially “renting” our valuable e-mail subscriber lists that we have spent years investing in and developing. 100% of the message content is about YOU and your product or service! Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads for \$700.



E-NEWSLETTERS:

Reach a highly targeted audience of potential customers who have specifically chosen to receive our newsletters. Ad positions are dedicated to you—no rotation with other ads or the competition.

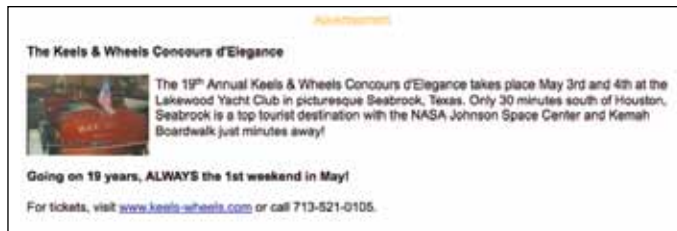
Ad Type
Box

Ad Size (pixels)
300 x 250 \$300



ADVERTORIAL TEXT HOTLINKS:

\$300 on e-newsletter



AD SUBMISSION SPECIFICATIONS:



MECHANICALS (FULL PAGE):

1. Trim Size: 8" wide x 10.75" tall
2. Live Area: 7" wide x 10" tall
3. Bleed Size: 8.5" wide x 11.25" tall
4. Resolution: Photos: 300 dpi
 - Line Art: 800 dpi
5. Line Screen: B&W – 85
 - Full Color – 133

COMPLETE ADS:

- Preferred Format: PDF (PDF/X-1a)
- PDF 1.4 or 1.3

ACCEPTABLE FORMATS:

- Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

NOTE:

- All Black text should be one-color.
- Online material can go to onlineads@fwmedia.com

PROOFS:

- Critical color advertising should be accompanied with a SWOP certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser supplied SWOP Certified Proof.

ARTWORK:

- Minimum resolution requirements; 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

COLOR MODE:

- CMYK color mode
- NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur.

TECHNICAL REQUIREMENTS:

- 300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.
- NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear "fuzzy" on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

FTP INSTRUCTIONS:

Directions on how to FTP files:

Mac and PC Users:

- Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, ect.
- Host: ftp.krause.com
- User ID: anonymous
- Password: their email address
- Go to the Inbound folder and look for the publication folder.
- Drag and drop your file into the publication folder.
- Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

F+W Media, Inc. Advertising Terms & Conditions

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.

2. F+W Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. F+W Media is not responsible for errors in key numbers or any other typesetting done by F+W Media. The advertiser and the advertising agency each agree to indemnify and save harmless F+W Media and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. F+W Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, F+W Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose F+W Media to any liability. F+W Media's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for F+W Media's charge for each advertisement placed. Thus, F+W Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. In order to cancel a contract, F+W Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, F+W Media is not responsible for quality of reproduction.

See more at: <http://www.fwmedia.com/terms#sthash.755wRrkX.dpuf>

CONTACTS



EDITORIAL/ADVERTISING OFFICE:

5225 Joerns Drive, Suite 2, Stevens Point, WI 54481
www.oldcarsweekly.com

Angelo Van Bogart, Editor
angelo.vanbogart@fwmedia.com

Michael Eppinger, Online Editor
michael.eppinger@fwmedia.com

Brian Earnest, Editorial Director
brian.earnest@fwmedia.com

Advertising Sales Representative

Kathy Shanklin, Advertising Sales Assistant
715-350-7090 or kathleen.shanklin@fwmedia.com
FAX: 715-445-4087

Kevin D. Smith, VP, Advertising Sales
kevin.smith@fwmedia.com

