

MGA! Magazine: The Premier Magazine for MGA Enthusiasts

MGA! is a full-color, award winning 48 page magazine published six times a year, offering two types of advertisements. Display ads are full-color, contain text and images and range from business card size to a full-page bleed. They are placed throughout the magazine, and with the exception of the inside front and back covers, there is no specific location for these ads. Camera ready art should be supplied for display advertising. MarketPlace ads are black and white, text only classified listings at the back of the magazine. They use the standard font common to the text in the magazine. Special fonts or larger sized type are not permitted. Camera ready art is not required. Business/commercial ads and non-member personal ads are billed per line. MarketPlace Photo Ads are available to NAMGAR members for a nominal fee. Photo Ad text is limited to 500 characters with spaces (about 80 words) with a 2.25" wide x 1.42" tall high-resolution color photograph. Larger photos will be sized to fit. Member's Photo Ads appear on the website for four months at no charge.

MGA! Magazine Display Rates U.S. Dollars

Inside Cover (Front or back)	\$220.00/issue
Full Page (Inside magazine)	\$175.00/issue
Half Page (Vertical or horizontal)	\$100.00/issue
Third Page (Vertical or horizontal)	\$75.00/issue
Quarter Page (Vertical or horizontal)	\$55.00/issue
Sixth Page (Vertical or horizontal)	\$40.00/issue
Business Card (Horizontal only)	\$35.00/issue

MarketPlace Classified Rates U.S. Dollars

NAMGAR Member Personal Ad (2 issues)	Free
NAMGAR Member Photo Ad (2 issues)	\$30.00
Non-Member Personal Ad (per issue)	\$ 2.50/Line
Business/Commercial Ad (per issue)	\$ 2.50/Line

Mechanical Requirements

Full Page (no bleed) 7-1/4" x 10" (with bleed)*	8-5/8" x 11-1/4"
Half Page	(H) 7-1/4" x 4-3/4" (V) 3-1/2" x 10"
Third Page	(H) 7-1/4" x 3-1/8" (V) 2-1/4" x 10"
Quarter Page	(H) 4-5/8" x 3-1/2" (V) 3-1/2" x 4-5/8"
Sixth Page	(H) 4-3/4" x 2-1/4" (V) 2-1/4" x 4-3/4"
Business Card	(H) 3-1/2" x 2" NA

General Information

Advertising material must be submitted no later than the 12th of even numbered months for the next issue. Artwork be must high quality PDF, JPEG or TIFF electronic files at a minimum of 300 dots per inch (dpi). Ads not submitted in the proper format may miss the publication deadline. Changes or cancellations cannot be accepted after the closing date. NAMGAR reserves the right to refuse ads that we consider incorrect, inappropriate, or illegal.

The Digital Voices of NAMGAR www.namgar.com and eNews!

Established in 2009, NAMGAR's website is a professionally managed, award winning digital window on the world of MGA restoration, maintenance, ownership, and enjoyment. It provides the latest information plus the most extensive listing of classic car events and activities of interest to enthusiasts. Accessible by anyone searching the Internet, it reaches a wider audience beyond the regular NAMGAR community. NAMGAR eNews!, introduced in 2014, is a digital newsletter emailed to over 1800 subscribers six times a year on the months in between the magazine's release dates. NAMGAR eNews! offers an opportunity for a 140 x 140 pixel rectangular ad with a 140 character sponsor's message on the left side of the page.

Web Display Rates U.S. Dollars

Banner (468 x 60 pixels)	\$98.00/month
Leaderboard (728 x 90 pixels)	\$75.00/month
Rectangle (180 x 150 pixels)	\$70.00/month
Wide Skyscraper (160 x 600 pixels)	\$80.00/month
Logo button (160 x 60 pixels)	\$20.00/month
Rich Media (Animated) Ad	Add 10%

MarketPlace Classified Rates U.S. Dollars

NAMGAR Member Personal Ad (4 months)	Free
Non-Member Personal Ad	\$30.00/month
Business/Commercial Ad	\$40.00/month

NAMGAR eNews! Rates U.S. Dollars

Square (140 x 140 pixels) + 140 Character Sponsor's Message	\$55/issue
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General Information

Advertisers need to provide display ad artwork to the following specifications: Maximum file size: 40 Kb (initial load size). Formats: .gif, animated.gif, .jpg, .swf (Flash animation), or .png (portable network graphics). Ads must include the URL/link where the ad will be directed when clicked on, as well as alternate text for the image (a line of text, up to 70 characters) that will appear to visitors that have images turned off, or who hover over an image with their pointing device.

Contact Information

To place an ad in MGA! magazine, on the web, or in eNews!, contact the advertising manager at advertising@namgar.com.

For technical questions regarding web ads, and eNews! advertising, contact web@namgar.com.

For technical questions regarding MGA! magazine, contact editor@namgar.com

