

NAMGAR

North American MGA Register

Advertising Rates

Effective June 1, 2013

MGA! Magazine: The Premier Magazine for MGA Enthusiasts

MGA! is a full-color, award winning 32 to 36 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 sized 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. There is no advertising on the outside of the magazine. Camera ready art should be supplied for display ads. Marketplace ads are black and white, text only classified advertisements 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.

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 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
Non-Member Personal Ad	\$11.00/issue
Business/Commercial Ad	\$25.00/issue

Mechanical Requirements

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

General Information

Advertising material must be submitted no later than the 15th of even numbered months for the next issue. Artwork 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 Voice of NAMGAR www.namgar.com

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.

Web Display Rates U.S. Dollars

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

Rich Media (Animated) Ad **Additional 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

General Information

Advertisers will need to provide display ad artwork to the following specifications: Maximum file size: 40 Kb (initial load size). Acceptable 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 the magazine or on the web, contact the advertising manager at advertising@namgar.com.

For technical questions regarding web ads, contact web@namgar.com.

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

