



2020 Print Rate Card

AD SIZE (B&W GROSS RATES)	24X	18X	12X	6X	3X	1X	ADDITIONAL FOUR-COLOR	ADDITIONAL ONE-COLOR
Full Page	\$8,350	\$8,950	\$9,315	\$9,970	\$10,240	\$10,970	\$2,990	\$1,325
1/2 Page	\$5,015	\$5,250	\$5,670	\$6,180	\$6,450	\$6,695	\$2,090	\$1,325
1/3 Page	\$3,655	\$3,955	\$4,130	\$4,430	\$4,595	\$4,840	\$1,580	\$1,325
1/4 Page	\$2,695	\$2,750	\$3,140	\$3,370	\$3,635	\$3,800	\$1,580	\$1,325
1/6 Page	\$2,000	\$2,090	\$2,315	\$2,500	\$2,680	\$2,775	\$1,580	\$1,325
Cover 2	Add 20% to rate							
Cover 3	Add 15% to rate							
Cover 4	Add 25% to rate							

Ad Space and Material Closing Dates

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
AD Reservation Deadline	12/20/19	1/13/20	2/14/20	3/16/20	4/15/20	5/15/20	6/15/20	7/15/20	8/17/20	9/9/20	9/25/20	11/13/20
AD Materials Due	1/3/20	1/27/20	2/24/20	3/23/20	4/24/20	5/26/20	6/22/20	7/24/20	8/24/20	9/18/20	10/9/20	11/20/20



AD GUIDELINES

INSERTS/SPECIAL PRINT UNITS: RATES AND GUIDELINES

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote from your MTD Sales Rep. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements and shipping instructions.

GENERAL INSTRUCTIONS

Same size color proof required by ad closing date. Publisher reserves the right to reject any advertising that, at the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word “advertisement” on copy that, in its opinion, closely resembles editorial matter. Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based. Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

MECHANICAL REQUIREMENTS

Trim Size Ad Unit	Dimensions (W x D)
2-page spread (Live).....	15" x 10"
Full (Live).....	7" x 10"
1/2 Island.....	4-9/16" x 7-1/2"
1/2 Horizontal.....	7" x 4-7/8"
1/2 Vertical.....	3-3/8" x 10"
1/3 Square.....	4-9/16" x 4-7/8"
1/3 Vertical.....	2-3/16" x 10"
1/3 Horizontal.....	7" x 3-5/16"
1/4 Vertical.....	3-3/8" x 4-7/8"
1/6 Vertical.....	2-3/16" x 5"
1/6 Horizontal.....	4-9/16" x 2-1/2"

Display ad pages trim to 7-7/8" x 10-3/4". Single column width 2-3/16". Double column width 4-9/16". Column depth 10". Binding is saddle-stitch. Allow 1/8" for head, foot, and face trim.

Bleed: We do not charge for bleeds. Bleed Size: single page bleed 8-1/8" x 11" Spread bleed 16-1/4" x 11" Vital parts of copy and layout should be kept at least 1/4" distance from the gutter and top, outside, and bottom edges.

POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable

for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

PUBLISHER’S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher’s liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Please contact your Production Manager. **DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):** Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications for online ads can be downloaded at: www.bobitstudios.com. All ad materials and production questions can be addressed to:

Modern Tire Dealer, Karen Runion, Production Manager
 3515 Massillon Rd. #350 Uniontown, OH 44685-6217
 P: (330) 899-2200, ext. 2210 • F: (330) 899-2209
 Email: karen.runion@bobit.com

CLASSIFIED ADVERTISING Please call (330) 899-2200, ext. 2217 or email: Bob.Marinez@bobit.com Typesetting is complimentary.