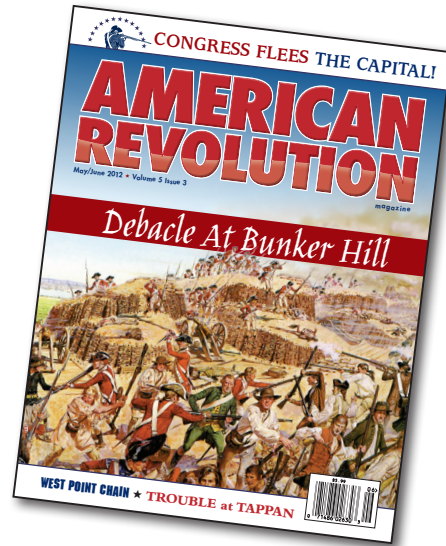


Advertising Rates

AMERICAN REVOLUTION

magazine



Published by
ERTEL
PUBLISHING

AMERICAN
REVOLUTION

magazine

This high quality, full color bi-monthly publication salutes the bold ideas, big events, and brave men and women that forged our unique nation.

- ★ **SAVE MONEY—**
discounts for multiple ads!
- ★ **ATTRACT CUSTOMERS—**
repeat ads bring in business!
- ★ **REVOLUTIONIZE**
YOUR SALES!

Advertising in
American Revolution magazine
is a sure way to victory!

Advertising Rates

1/8 Page	\$65
1/4 Page	\$120
1/2 Page	\$230
Full Page	\$400
Inside back cover	\$500
Inside front cover	\$550

*Note: All Ads Are Color

Ad Sizes

Full Page	7.375"w x 9.75"h
1/2 Page	3.637"w x 9.75"h
	7.375"w x 4.825"h
1/4 Page	3.637"w x 4.825"h
	7.375"w x 2.362"h
1/8 Page	3.637"w x 2.362"h
	2.342"w x 3.625"h

Space Reservation & Ad Deadlines

Issue	Reserve By	Materials Due	Issue Received By
January/February	October 1	October 25	December 24
March/April	December 1	December 25	February 20
May/June	February 1	February 25	April 23
July/August	April 1	April 25	June 23
September/October	June 1	June 25	August 20
November/December	August 1	August 25	October 20

Deadlines falling on weekends or holidays will be moved to the next business day.

Discounts

Frequency discounts are based on two or more successive ads within a 12-month period. Frequency discount is 5%. Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not fulfill the contact agreement.

Rates & Billing

Past Due Accounts: A 1.5% late charge will be assessed monthly, beginning on the 31st day of the unpaid balance on an account. The publisher reserves the right to pull future ads if payment has not been received within 60 days of invoiced date. Credit terms are issued at the discretion of the publisher. Billing terms can be revoked immediately by the publisher, placing the account on a "prepay only" basis.

Contract and Copy Regulations:

1. Advertising contracts must be completed within one year of first insertion to earn frequency discounts.
2. Positioning of advertisements is at the discretion of the publisher, except where an advertiser has submitted and paid for an insertion requesting "premium select" positioning.
3. The publisher reserves the right to reject any advertisement.
4. The publisher's liability for error will not exceed the value of the advertisement in question. Cash refunds require General Manager approval.
5. All advertisements are accepted and published by the publisher upon the representations that the agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense including legal fees and expenses, resulting from claims or suits based upon contents of any advertisement.
6. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date of space reservation. Publisher has the right to charge a \$50.00 cancellation fee.
7. If an advertiser cancels space reservations, the insertion cost will be adjusted (short-rate) based on past and subsequent insertions to reflect space used and the published frequency discounts for the actual space used.
8. **Ad Creation:** One hour lay-out time per page production time is included in ad rates. Ads requiring additional production time will be billed to advertiser at the rate of \$50.00 per hour. Every effort will be made to notify advertiser of these additional costs.
9. **Ad Updates:** When a change of copy for an advertisement covered in a contract is not received by the closing date, copy from a previous advertisement will be inserted. **Ads requiring more than 1/2 hour layout will be charged an hourly rate of \$50.00.**
10. The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered and was published.

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Advertising in *American Revolution* magazine makes *Common Sense*. We welcome the opportunity to discuss advertising options with you. Don't let things reach a *Crisis*—advertise today!



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Contact

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AD SUBMISSION

PREFERRED FORMAT: Adobe PDF, 300dpi at 100%

ACCEPTED FORMATS:

Adobe InDesign, Photoshop, and Illustrator
Include ALL font and image files (.psd, .jpg, .tif, .eps, or .pdf)

WWW.PATRIOTSAR.COM