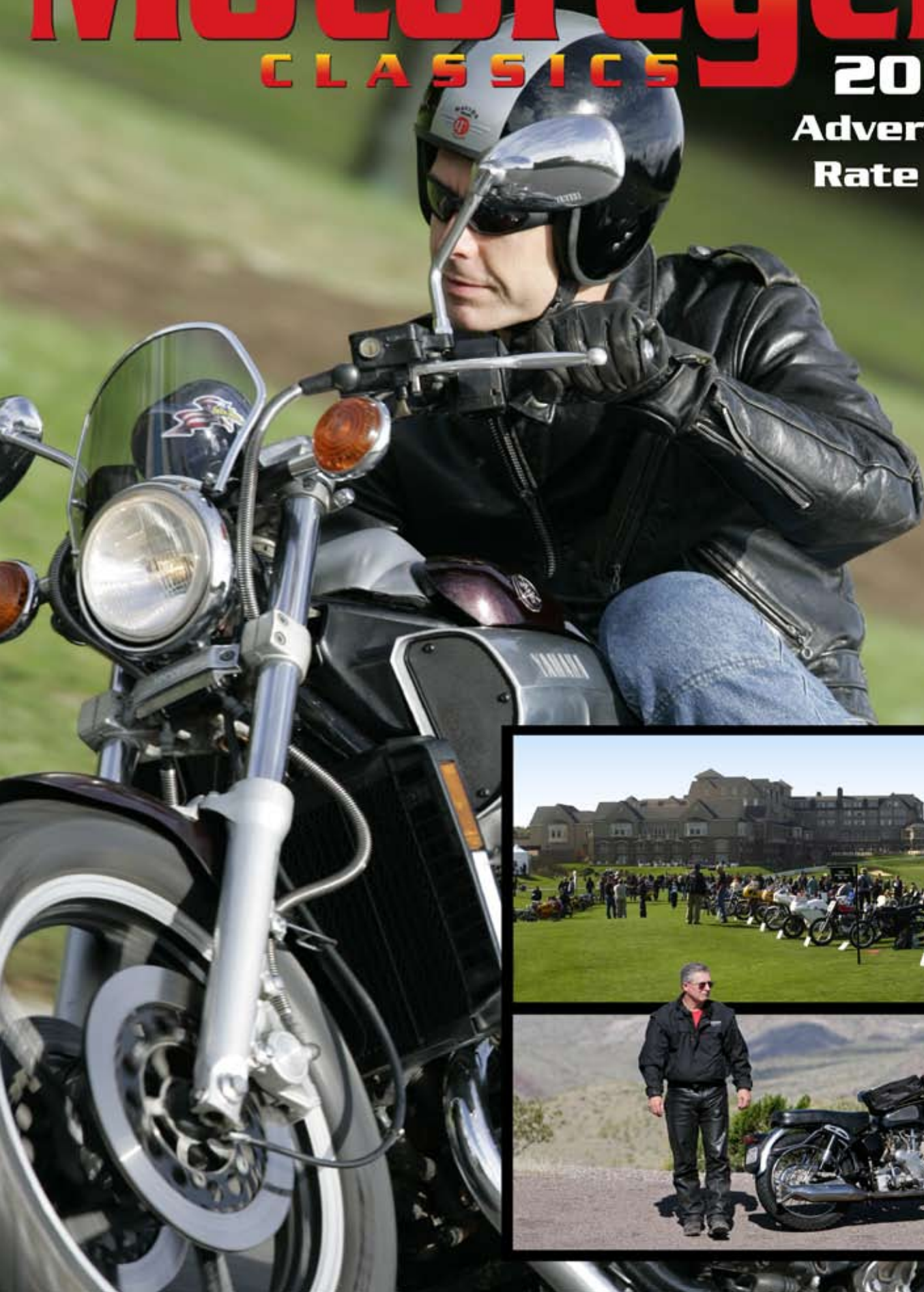


Motorcycle

CLASSICS

2008

Advertising
Rate Card



DISPLAY

FOUR COLOR	1 TIME	3 TIMES	6 TIMES	BLACK AND WHITE	1 TIME	3 TIMES	6 TIMES
Spread	\$5,456	\$4,637	\$3,819	Full page	\$2,502	\$2,127	\$1,752
1/2 page spread	\$4,182	\$3,555	\$2,927	2/3 page	\$2,062	\$1,753	\$1,444
Full page	\$3,575	\$3,039	\$2,502	1/2 page	\$1,584	\$1,346	\$1,108
2/3 page	\$2,945	\$2,503	\$2,062	1/3 page	\$1,126	\$957	\$787
1/2 page	\$2,262	\$1,922	\$1,584	1/4 page	\$971	\$825	\$679
1/3 page	\$1,612	\$1,370	\$1,128	1/6 page	\$678	\$576	\$475
1/4 page	\$1,387	\$1,178	\$970				
1/6 page	\$969	\$823	\$678				

COVER

FOUR COLOR	1 TIME	3 TIMES	6 TIMES
Back Cover	\$4,468	\$3,798	\$3,127
Inside Front Cover	\$4,290	\$3,646	\$3,003
Inside Back Cover	\$4,125	\$3,506	\$2,887

CUSTOM ADVERTISING

Inserts, bind-ins, web advertising and unique sizes available. For more information, contact your advertising sales representative.

KICK STAND

Motorcycle Classics special advertising section

	FOUR COLOR	BLACK & WHITE
1/3 page	\$992	\$695
1/6 page	\$596	\$416
1/12 page	\$298	\$209

2008 ISSUE AND CLOSING DATES

ISSUE	AD CLOSING	MATERIAL DUE	ON SALE
January/February	10/29/2007	11/2/2007	12/18/2007
March/April	1/3/2008	1/7/2008	2/26/2008
May/June	2/29/2008	3/3/2008	4/22/2008
July/August	4/28/2008	4/28/2008	6/17/2008
September/October	7/2/2008	7/2/2008	8/19/2008
November/December	9/2/2008	9/2/2008	10/21/2008

KICK STAND AD SIZES

1/3 page vertical	2.187 x 9.875
1/3 page square	4.625 x 4.8125
1/6 page vertical	2.187 x 4.8125
1/6 page horizontal	4.625 x 2.281
1/12 page	2.187 x 2.281

MECHANICALS

Magazine Trim Size: 8.125 x 10.875

Ink Specifications: 4/C process. Match colors available.

Binding Method: Saddle Stitched

Printing Method: Web offset

Line Screen: 150

Maximum Density: 300

Live matter safety: Keep all live matter within nonbleed dimensions. Maximum live matter spacing for bleed ads only: 1/4" from trim or 3/8" from bleed. There is no gutter allowance needed for crossover type on spread sizes.



Full page spread

Nonbleed: 15.25 x 9.875
Bleed: 16.5 x 11.125
Trim: 16.25 x 10.875



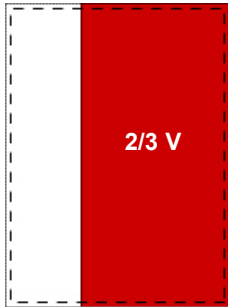
1/2 page spread

Nonbleed: 15.25 x 4.8125
Bleed: 16.5 x 5.4375
Trim: 16.25 x 5.1875



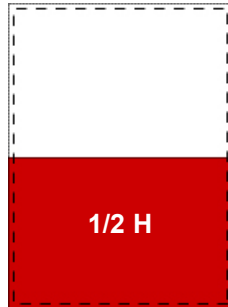
Full page

Nonbleed: 7.125 x 9.875
Bleed: 8.375 x 11.125
Trim: 8.125 x 10.875



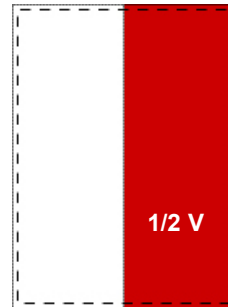
2/3 V

Nonbleed: 4.625 x 9.875
Bleed: 5.25 x 11.125
Trim: 5 x 10.875



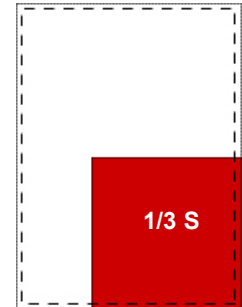
1/2 H

Nonbleed: 7.125 x 4.8125
Bleed: 8.375 x 5.4375
Trim: 8.125 x 5.1875



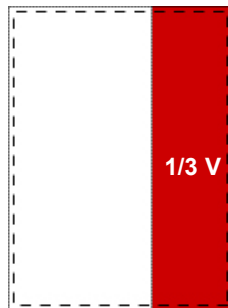
1/2 V

Nonbleed: 3.4375 x 9.875
Bleed: 4.0625 x 11.125
Trim: 3.8125 x 10.875



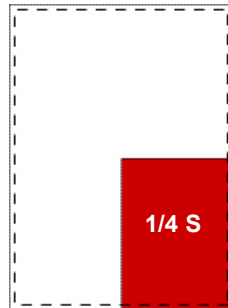
1/3 S

Nonbleed: 4.625 x 4.8125
Bleed: 5.25 x 5.4375
Trim: 5 x 5.1875



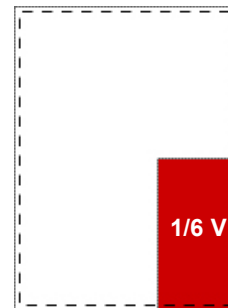
1/3 V

Nonbleed: 2.25 x 9.875
Bleed: 2.875 x 11.125
Trim: 2.625 x 10.875



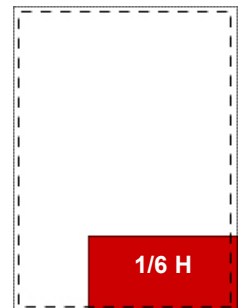
1/4 S

Nonbleed: 3.4375 x 4.8125
Bleed: 4.0625 x 5.4375
Trim: 3.8125 x 5.1875



1/6 V

Nonbleed: 2.25 x 4.8125
Bleed: 2.875 x 5.4375
Trim: 2.625 x 5.1875



1/6 H

Nonbleed: 4.625 x 2.281
Bleed: 5.25 x 2.906
Trim: 5 x 2.656

DIGITAL AD SPECIFICATIONS AND MECHANICAL REQUIREMENTS

PREFERRED FILE FORMATS: The following digital file types are considered optimum:

PDF/X-1a: 2001 vector based,- (professionally prepared) - Acrobat v4.01 (press optimized); composite CYMK; all fonts embedded; 300 dpi bitmaps. Trapping is the responsibility of the file provider. Information on PDFs can be found at www.ddap.org or www.pdf-x.com.

OTHER FILE FORMATS: Although accepted, the following file types are undesirable because they introduce many possibilities for error: PDF (created on desktop), Postscript, or native applications in Quark 4, InDesign CS, Illustrator 10, Photoshop 7, or any files saved as .tiff or .jpg. **Publisher cannot be responsible for print-quality disputes concerning ads submitted any other way than the preferred format.** Publisher also cannot guarantee the readability of printed type smaller than 6 pt. solid.

PROOF SPECIFICATIONS: Every ad preferably should have a contract proof (SWOP certified) and 2 color content (laser) proofs, 100% to size, which are an identical match to the furnished file. Acceptable contract proofs include: Kodak Approval (preferred), Matchprint Digital Halftone, Press proof (ink on paper). All Contract proofs must be made according to SWOP standards.- Kodak Approvals must be made according to Kodak SWOP Application Data Sheet with SWOP approved control guide. Proofs that do not meet SWOP criteria will be used for color break only. See www.swop.org certification section for SWOP certified proofs. SWOP standards apply for both inks and proofing stock: inking should be head to foot with AAAA/MPA offset process colors, 4/C wet, Black, Cyan, Magenta, Yellow. Proofs must be supplied in accordance with SWOP density standard with maximum ink coverage density of 300% for 4/C ads and 185% for 2/C ads, 2nd color not to exceed 85%. **Publisher cannot be responsible for any color or positioning variation without proof.**

ACCEPTABLE MEDIA: ZIP/JAZ; CD; or floppy/Superdisk.

For Supplied Insert Information Call: Mandy Miller
785-274-4481

EMAIL: While we recommend submitting on CD, ads may be submitted through e-mail provided they meet the above criteria and are not larger than 10 MB in size. Larger files will need to be posted on our FTP site. (Please note that any files sent through e-mail or FTP must be compressed). Please verify receipt of all e-mailed/FTP ads.

FTP SITE:

- Install FTP software on your computer. (PC users can download FTP program called WS FTP and Mac users can download FTP program called Fetch from www.download.com).
- Log on to FTP address ftp.oweb.net.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Motorcycle Classics folder within the ADS_IN folder. Save any Mac Files as MacbinaryII.

GENERAL ADVERTISING CONDITIONS

CANCELLATION: Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Failure to send materials does not constitute cancellation; previous advertisement of advertiser will be inserted if new materials are not received by closing date. Ads cancelled after reservation deadline may be billed at 100%.

PLACEMENT POLICY: Publisher has the right to insert the advertising anywhere in the magazine at its discretion, and any condition on contracts, orders or copy instruction (such as page location, competitive separation or placement facing editorial copy) will be treated as a position request only and cannot be guaranteed.

BILLING: Advertiser will be billed monthly upon publication of the issue in which agreed ad appears. All accounts are due when rendered. In the event Advertiser fails to make payment as agreed, the Publisher retains the right at any time to discontinue advertising of such delinquent.

ACCURACY OF ADS: In case of typographical errors or omissions, *Motorcycle Classics* shall not be liable for damages beyond the cost of the advertisement.

AD REFUSAL: *Motorcycle Classics* reserves the right to accept or reject any advertising at any time. The advertiser agrees to indemnify and hold the publisher harmless in any litigation or claim arising out of copy or content supplied by the advertiser.

ABOUT THE PUBLISHER: *Motorcycle Classics* magazine is a division of Ogden Publications Inc., based in Topeka, Kan. Ogden Publications publishes several magazines including *Mother Earth News*, *Natural Home*, *Utne*, *Herbs for Health*, *The Herb Companion*, *Capper's*, *GRIT*, *American Life & Traditions*, *Farm Collector*, *Gas Engine Magazine*, and *Steam Traction*. With extensive experience in publishing and a readership of more than 3 million Ogden Publications specializes in marketing, sales and distribution of magazines, books and merchandise.