



2024

MEDIA KIT

VINTAGE TRUCK[®]
magazine

photo Brad Bowling

Mission Statement

For 30 years, **Vintage Truck** has been the No. 1 magazine devoted to classic pickup trucks and light commercial vehicles built before 1985. Our staff has a love for all brands, all years, and all types of trucks, and it shows on every page of the magazine.

The light-duty truck made possible America's growth during the 20th century. Pickups transported produce from small farms. Delivery vans spread commerce throughout cities. Sport utility vehicles took families on vacation. Each bimonthly issue of **Vintage Truck** celebrates a time when a 6-cylinder, a 3-speed, and a vinyl-covered bench seat were all a person needed to enjoy the country's two-lane highways and rural roads.

Today, driving an old truck can slow down the crazy pace of modern life. Is there anything more relaxing than that old-truck hum and gear whine? It's music to our ears and therapy for the soul.

Each colorful 84-page issue of **Vintage Truck** is packed with:

- Beautifully photographed light-duty trucks from the early days through 1985
- Detailed histories of favorite makes and models, as well as more obscure and rare trucks
- Hands-on technical articles
- Entertaining feature stories
- Departments for readers to share their rides
- And 30-word classified ads that are FREE for our subscribers



VINTAGE TRUCK

magazine

VintageTruckMagazine.com

Print

11k

Subscriptions

23k

Paid Circulation Per Issue

12k

Newsstand Sales

55k+

Circulation with Pass-Along

2.5k

Monthly Pageviews

2k

Monthly Unique Visitors

8.2k

Facebook Followers

750+

Instagram Followers





Vintage Truck is the original magazine about original trucks (1985 and earlier). *Vintage Truck* is available by subscription and on newsstands across the world. Rev up your revenue today!

OUR READERS WANT:

- Parts/Accessories
- Restoration Supplies
- Videos
- Tires
- How-To Books
- Manuals
- Decals
- Truck Collectibles
- Restoration Services
- Toys
- Shirts, Caps, and More!

CUSTOM DISPLAY ADS

\$35 per column inch
1.5" minimum • 4" maximum

SHOW GUIDE DEPARTMENT

Organizers receive ONE FREE LISTING PER EVENT, per calendar year. You must tell us in which magazine issue you want your show's free listing to run. Listings will not be taken over the phone.

You can list your event in multiple issues for the price of \$15 per additional issue.

**Want your show to stand out?
Consider a display ad.**

COMMERCIAL CLASSIFIEDS

50¢ per word

- bold heading up to 4 words
- minimum 3x insertions
- \$5.00 per ad minimum

Bold text—60¢ per word

Bold, highlighted text—70¢ per word

add a photo or logo to your ad:

(one image only)

Color photo

1"—\$48 1½"—\$63

Pre-payment required • No Discounts

COMMERCIAL CLASSIFIEDS
ASA TRAVELING MECHANIC: have thousands of original photos (okay, they're rejected from my tractor repair store, late 1960s to present. Most vintage old tractors, trucks and pretty please. You may photos to view or to buy. If each, weekly interest. Please include SASE for photos and a check done of paper for description and accompanying. The Kubota, Inc. 7000 BAA, Argente, WV 26704.

CASINGS CYLINDER HEADS
and/or, exhaust manifolds, blocks, & other cast items manufactured and repaired. Call Steve DSE, 14215 Mustang Ave., 412 Penn, PA 15060, sales@stevedse.com, ph: 412-416-8667.

INTERNATIONAL TRUCK
DOD B: Building, Hoover, Dunes, Secor, C. Low, Bungle, Yule, 4200 & #300 Factory Blvd, Parkville, MO. Missouri & other West Coast states.

DURAMAX OWNERS: Did you know the factory OEM cover all pan engine over time and a half cup of oil, worn-out, contaminated, undrainable oil or service? Email: Sals the middle.

WEATHERSEALS, FLOOR MATS, window settings, glass and body work, and more for your truck, van, and van. Email: paul@hobbyhorse.com. Tel: 760-346-1284. For More Information.

MANUALS & BOOKS FOR SALE: 1911-1979. All makes \$15-\$75. Also include Chevrolet's manuals.

GROW your business or event with an ad in *Vintage Truck*!

PRINT DISPLAY ADS

SIZE	BASE RATE	ONE DISCOUNT <i>pre-payment OR multiple insertion</i>	BOTH DISCOUNTS <i>pre-payment AND multiple insertion</i>
Color			
Full page	\$456	\$433	\$410
1/2 page	\$300	\$285	\$270
1/4 page	\$183	\$173	\$164
1/8 page	\$116	\$110	\$104

Premium Placement

Inside Cover <i>(Front or Back)</i>	Front—\$960 Back—\$800	Front—\$912 Back—\$760	Front—\$864 Back—\$720
Premium Select <i>(pages 3-16)</i>	\$776	\$737	\$698

PRINT AD DEADLINES

ISSUE:	JAN/FEB 31-6	MAR/APR 32-1	MAY/JUN 32-2	JUL/AUG 32-3	SEP/OCT 32-4	NOV/DEC 32-5
MATERIALS DUE:	Nov 17	Jan 12	Mar 15	May 17	Jul 12	Sep 13
ISSUE MAILED BY:	Dec 19	Feb 13	Apr 16	Jun 18	Aug 13	Oct 15

NOTE: Advance reservations are suggested. Dates are subject to change.

WEB DISPLAY ADS

BANNER 852px x 150px

\$350

SIDEBAR 315px x 315px

\$250

NOTE: Web ad will run for 30 days.

VINTAGETRUCK[®]

magazine

2024 ADVERTISING INFORMATION



MIKE PURO, Display Advertising
ads@ertelpublishing.com
 937-768-8859 CELL
 937-767-2726 FAX
 P.O. Box 838 | Yellow Springs, OH 45387
www.vintagetruckmagazine.com

AD SIZES	
1/8 Page	3.637"w x 2.362"h
	2.342"w x 3.625"h
1/4 Page	3.637"w x 4.825"h
	7.375"w x 2.362"h
1/2 Page	3.637"w x 9.75"h
	7.375"w x 4.825"h
Full Page	7.375"w x 9.75"h
2-Page Spread	15.75"w x 9.75"h
B&W Custom Ad	2.342"w x 1.5" to 4"
Web Banner	852px x 150px
Web Sidebar	315px x 315px

AD SUBMISSION	
PREFERRED FORMAT: Adobe PDF, 300dpi at 100%	
ACCEPTED FORMATS: InDesign, Photoshop, and Illustrator Include ALL font & image files (.tiff, .eps, or .pdf)	
SUBMIT: By Email: ads@ertelpublishing.com By U.S. Mail: on a CD or DVD	

CONTRACT AND COPY REGULATIONS

- DISPLAY AD CREATION:** Price includes 15 minutes of production time for ads up to 1/4 page, 1/2 hour of production time for anything over 1/4 page. 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 the advertiser of these additional costs.
- DISPLAY 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. Prices include 1/4 hour layout time for updates. Ads requiring more than 1/4 hour layout will be charged an hourly rate of \$50.00.
- Advertising contracts must be completed within one year of first insertion to earn frequency discounts.
- Positioning of advertisements is at the discretion of the publisher, except where an advertiser has submitted an insertion requesting "premium select" positioning.
- The publisher reserves the right to reject any advertisement.
- The publisher's liability for error will not exceed the value of the advertisement in question. Cash refunds require Manager approval.
- 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.
- 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.
- 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.

RATES & BILLING

PAST DUE ACCOUNTS: A 1.5 percent 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.

DISCOUNTS

FREQUENCY DISCOUNTS (for standard display ads only) are based on the number of insertions run within a 12-month period. Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not fulfill the contract agreement.

PRINT AD SIZES

Trim: 8.375"x10.875" • Bleed: 8.625"x11.125" • Safety: 8.125"x10.625"

Full Page - Single

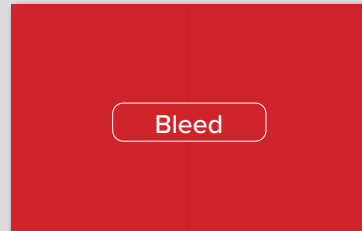


8.625"x11.125"



7.375"x9.75"

Full Page - Spread

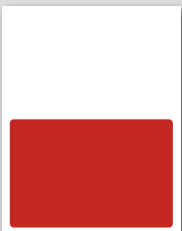


17.375"x11.125"



7.375"x9.75" each page

1/2 Page

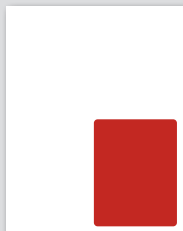


7.375"x4.825"



3.637"x9.75"

1/4 Page

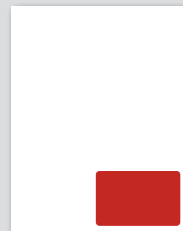


3.637"x4.825"



7.375"x2.362"

1/8 Page



3.637"x2.362"



2.342"x3.625"

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m a g a z i n e

P.O. Box 838 | Yellow Springs, OH 45373
800-767-5828 | ads@ertelpublishing.com
vintagetruckmagazine.com



*Antique Power | Vintage Truck
Hart-Parr Oliver Collector | Ohio Valley History Journal*