



# Advertising Rate Card

[NAMGBR.org](http://NAMGBR.org)

*The MG Driver* is North America's premiere magazine catering exclusively to the MG enthusiast. All models of MGs are covered from the introduction of the 1962 MGB to the Special Edition and the Jubilee and the Limited Edition MGBs. In addition to the most in depth MG coverage, emphasis is also given to the MGC, MG Midget, MG 1100, and MG 1300!

The bi-monthly magazine focuses on the news and issues of particular interest to the MG enthusiast along with historical information and technical advice. *The MG Driver* provides the best way for businesses to target the specific markets related to this classic British sports car.

*The MG Driver* reaches over 2000+ MG enthusiasts every two months, and available for \$30 subscription through the North American MGB Register.

Interest in "classic" British sports cars has increased dramatically over the past few years. The MG is increasingly being regarded as a collectible investment, and the steady rise in their value reflects this. It has also placed consistently within the top ten affordable investment car surveys by a number of magazines and knowledgeable experts. MG owners are now willing to spend considerable amounts on restorations, secure in the knowledge that their investment will be repaid in increased value of their car. For every car that has been restored, there are many that will require restoration in the coming years.

***The potential market for parts, and restoration services has never been greater!***

Because club members are MG enthusiasts, they enjoy letting others know about where they shop.

Sales of gift items, clothing and other MG regalia is booming, providing another expanding market potential.

## Look at the advantages our advertisers enjoy:

- Bimonthly national magazine.
- Affordable rates and prepaid contract discounts.
- Full color gloss gives the magazine an attractive look, and is a sought after collectable.
- Direct exposure to MGC, MGB, Midget, 1100 and 1300 enthusiasts. Optimize your advertising dollar.
- Full and half page advertisers get an automatic banner ad and link on our website, included!
- A short lead time required for ad request.



## ADVERTISE IN THE MG DRIVER NOW!

ENSURE THAT YOUR COMPANY DOESN'T MISS OUT ON THE OPPORTUNITY TO CAPTURE YOUR SHARE OF THIS MARKET!

RATES EFFECTIVE JANUARY, 2015



# Advertising rates, terms, production dates, and conditions.

Links are live here.

## Advertising Rates

	Single Insertion	Contract
Two Page Spread	\$248	\$1238
Inside Front Cover	\$193	\$963
Inside Back Cover	\$182	\$908
Full Page Ad	\$138	\$688
Half Page	\$72	\$358
Third Page	\$44	\$220
Quarter Page	\$39	\$193
Business Card	\$28	\$138
Two Inch	\$22	\$110

Full Page contract advertisers gets an automatic banner ad and link on our website!

All other advertisers please add 20% to your contract pricing listed above for a website banner ad.

For "Contract" pricing, a prepaid 1 year contract is required.

## Mechanical Requirements

	(Width X Height)
Two page Spread	10¼" x 7¾"
Full page	4¾" x 7¾"
Half page horizontal	4¾" x 3⅞"
Half page vertical	2¼" x 7¾"
Third page horizontal	4¾" x 2⅝"
Third page vertical	2¼" x 4¾"
Quarter page vertical	2¼" x 3⅞"
Quarter page horizontal	4¾" x 2"
Business Card vertical	2" x 3½"
Business Card horizontal	3½" x 2"
Two Inch	2" x 2"

## Recommended Scan Resolution

300 dpi (minimum) at 100%

Publication Trim Size: 53/8" x 8½"

Binding: Saddle Stitch

Paper Stock: 70# gloss coated book

## Electronic File Formats

All advertising is color and must be submitted as PDF files.

All files must have a minimum resolution of 300 dpi at 100% - full size. Please contact Advertising Coordinator with questions on electronic file submissions.

## Deadline

The MG Driver is published bi-monthly. Advertising deadline is the 15th of month preceding print production.

(Please review the "Print Production Schedule" to the right.)

## Press Ready Ads

Mailed in press ready ads that are black & white or color photos should be high quality glossy.

Print ready ads sent by email shall be 300 dpi in a PDF press quality format.

## Changes in Copy

Ads requiring advertiser generated copy changes are subject to art, type-setting and layout charges of \$50 an hour.

(1 hour minimum) copy changes in advertisements cannot be guaranteed after scheduled closing date.

## Advertising Art Services

If you would like us to design an ad for you, art production services are available through BGA Studios at an additional charge. Please call (570) 460-6370 for details about BGASTudios, or log onto www.BGASTudios.com

## Cancellations and Errors

Cancellations cannot be accepted after scheduled closing date. If new material for scheduled insertion is not received by the closing date, the publisher reserves the right to repeat most recent insertion. Publisher is not liable beyond the cost of advertising space for errors.

## Handling and Storage of Printed Materials

Publisher assumes no responsibility for original artwork, although due care will be taken with materials. Artwork will be stored for 12 months and then destroyed unless prior arrangements are made.

Visit Our Website:

[namgbr.org](http://namgbr.org)



## General Information

Acceptance of copy is subject to publisher's approval. Advertising is accepted with the understanding that the advertiser or his agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any name, photograph, copyrighted material or patented article in the advertisement.

The publisher reserves the right to refuse any advertisement which in their opinion makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates U.S. Postal or U.S. currency regulation, or is unsatisfactory to themselves.

The MG Driver is published 6 times a year by the;

North American MGB Register  
P. O. Box 876

Downers Grove, Illinois 60515-0876

## Editorial Correspondence

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## Advertising Materials

BGA Studios.com  
P.O. Box 293  
Delaware Water Gap, PA 18327  
Phone: (570) 460 6370 - Cell  
email: [creation@bgastudios.com](mailto:creation@bgastudios.com)



## Print Production Schedule

Driver Issue	Submit Ad by	Print Prod. Begins	Driver Mailed
Jan/Feb	Nov. 15	<i>No Revisions</i> Dec 1	Dec 31
Mar/Apr	Jan. 15	Feb. 1	Feb. 28
May/June	Mar. 15	April 1	April 30
Jul/Aug	May 15	June 1	June 30
Sep/Oct	Jul. 15	Aug. 1	Aug. 31
Nov/Dec	Sep. 15	Oct. 1	Oct.31