

Rates



DISPLAY RATES

	12x	9x	6x	1x
Full Page	\$3,200	\$3,300	\$3,500	\$3,700
2-Page Spread	\$6,200	\$6,400	\$6,800	\$7,400
Cover 2	\$5,300	\$6,000	\$6,350	\$6,700
RHP Facing Cover 2	\$4,750	\$5,300	\$5,700	\$5,950
Cover 3	\$5,200	\$5,800	\$6,200	\$6,500
Cover 4	\$7,400	\$8,400	\$8,900	\$9,300
1/2 Page	\$1,750	\$2,000	\$2,150	\$2,250
1/3 Page	\$1,250	\$1,400	\$1,550	\$1,650
1/4 Page	\$875	\$1,000	\$1,050	\$1,125
1/6 Page	\$475	\$500	\$525	\$625
Business card	\$375	\$400	\$425	\$525

There is a 25% surcharge for guaranteed placement, based on availability. Preference given to contract advertisers.

SUPPLEMENTS & GUIDES

Pocket Price Guide	1 year — \$1,500, Cover 2, 3 & 4 —\$2,500
Insider's Guides (Arizona, Spring, Monterey)	1x —\$3,500, 2x —\$3,150, 3x —\$2,625
Concours and Restoration Guides	1x —\$2,250, Cover 2, 3 & 4 —\$3,000
Resource Directory	1 year —\$1,000 *60 words or less and a logo

SCM DIGITAL

	1 Year (12x or 52 issues)	6 Months (6x or 26 issues)	3 Months (3x or 13 issues)	1 Month (1x or 4 issues)	Each (non-contract)	Each (contract)
eNewsletter Banner	\$1,100	\$1,375	\$1,650	\$2,200	n/a	n/a
Web Site Banner	\$1,100	\$1,375	\$1,650	\$2,200	n/a	n/a
Digital Issue Sponsorship	\$6,000	n/a	n/a	n/a	n/a	n/a
eBlast	n/a	n/a	n/a	n/a	\$1,500	\$1,250