

THE OFFICIAL PUBLICATION OF THE MUSTANG CLUB OF AMERICA



MUSTANG CLUB OF AMERICA MEMBERS	
Spend More Than \$1,000 on Mustang Lifestyle	62%
Influenced By Mustang Times Advertisers	79%
Attend Mustang Shows	80%

<i>Spend More Than \$1,000 on Mustang Lifestyle</i>	62%
<i>Influenced By Mustang Times Advertisers</i>	79%
<i>Attend Mustang Shows</i>	80%
<i>Are Married</i>	83%
<i>Male Members</i>	93%
<i>Value Mustang Times</i>	98%



20 MUSTANG TIMES // APRIL 2015

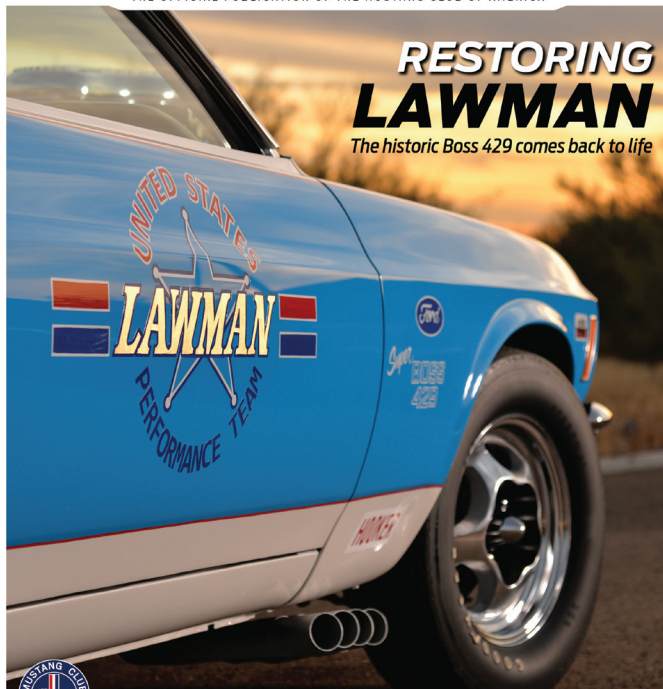
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MUSTANG TIMES

THE OFFICIAL PUBLICATION OF THE MUSTANG CLUB OF AMERICA

ADVERTISING RATES

FULL COLOR INSIDE PAGES (CALL FOR B&W RATES)

SIZE	1X	3X	6X	12X
FULL PAGE	\$650	\$620	\$600	\$575
2/3 PAGE	\$500	\$475	\$460	\$440
1/2 PAGE	\$420	\$398	\$378	\$356
1/3 PAGE	\$288	\$274	\$259	\$245
1/4 PAGE	\$255	\$240	\$225	\$210
1/6 PAGE	\$160	\$145	\$135	\$120

FULL COLOR COVERS

SIZE	1X	3X	6X	12X
BACK COVER	\$1,200	\$1,080	\$1,040	\$1,020
INSIDE COVERS	\$1,040	\$1,020	\$990	\$960

PRODUCTION SCHEDULE

ISSUE	INSERTION ORDER	AD MATERIALS DUE
JANUARY	11/22/21	12/03/21
FEBRUARY	12/20/21	12/31/21
MARCH	1/17/22	1/28/22
APRIL	2/21/22	3/01/22
MAY	3/21/22	4/01/22
JUNE	4/18/22	4/29/22
JULY	5/23/22	6/03/22
AUGUST	6/20/22	7/01/22
SEPTEMBER	7/18/22	7/29/22
OCTOBER	8/22/22	9/02/22
NOVEMBER	9/19/22	9/30/22
DECEMBER	10/17/22	10/28/22

PREFERRED FILE FORMAT: PDF-X1/a, Print Quality PDF

NOT ACCEPTED: Microsoft Word, Excel, or Publisher Files

NO CROP MARKS.

Mustang Times will bill for any work needed to bring materials up to print specifications.

Charges are based on current market rates.

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Lakeland, Florida 33811

Insertion Orders: Call 863-701-2575
or email: editor@mustang.org (Donald Farr)

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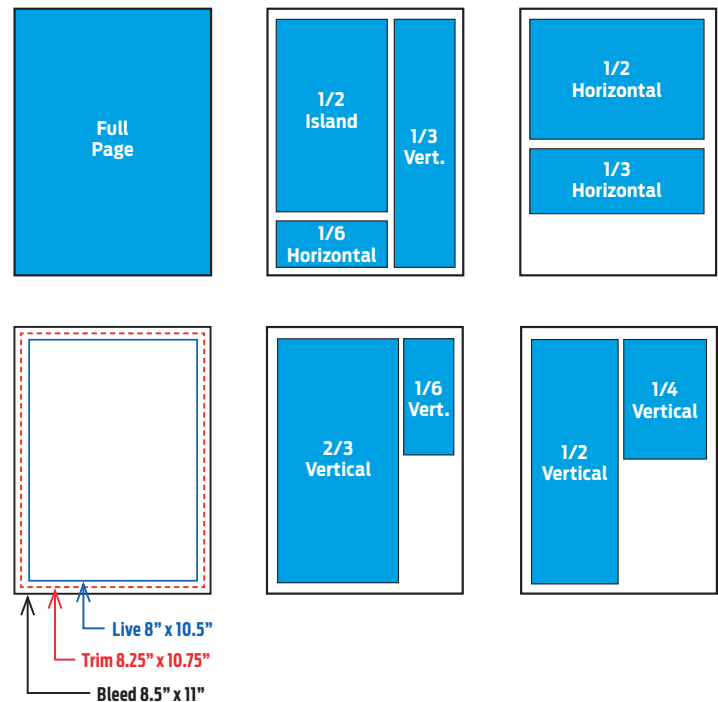


ADVERTISING SPECIFICATIONS

FINAL TRIM SIZE IS 8.25" X 10.75"

GENERAL AD DIMENSIONS	WIDTH	HEIGHT
DOUBLE PAGE SPREAD (.125 BLEED)	16.75"	11"
FULL PAGE BLEED (.125 BLEED)	8.5"	11"
2/3 PAGE VERTICAL	4.8275"	9.695"
1/2 PAGE ISLAND	4.75"	7.375"
1/2 PAGE VERTICAL	3.5625"	9.695"
1/2 PAGE HORIZONTAL	7.375"	4.75"
1/3 PAGE VERTICAL	2.2975"	9.695"
1/3 PAGE HORIZONTAL	7.375"	3.25"
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1/6 PAGE VERTICAL	2.2975"	4.75"
1/6 PAGE HORIZONTAL	4.75"	2.2975"

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Mustang Times is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.



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