

# ANTIQUUE POWER<sup>®</sup>

magazine



20  
24 MEDIA KIT

## Mission Statement

*Antique Power* is America's no. 1 magazine dedicated to collecting, restoring, and admiring antique and classic tractors. Our staff appreciates all makes and models of tractors, and we enjoy presenting stories that cover all eras.

Farm tractors made this country the breadbasket of the world. From the giants that broke the prairie sod to the streamlined beauties of the 1940s and the classics of the early 1980s, we feature them all. Each bimonthly issue of *Antique Power* explores the history of America's tractors, the many technological changes that occurred over the years, and the joy of turning a time-worn machine into a show-quality gem.

Antique tractors remind us of our younger years, our family and friends, and our heritage. There's nothing finer than journeying back to the times when things were slower than the frenzied pace of modern life and relaxing in the comfort of nostalgia.

Each colorful issue of *Antique Power* is packed with:

- Beautifully photographed vintage tractors from the early days through the early 1980s
- Detailed histories of favorite makes and models
- Hands-on technical articles
- Entertaining, firsthand accounts from owners of these classics
- Timely, colorful, and effective auction ads
- And 30-word classified ads that are FREE for our subscribers



# ANTIQUUE POWER

magazine



Print

**21k**

Subscriptions

**6k**

Newsstand Sales

**29.5k**

Paid Circulation Per Issue

**85k+**

Circulation with Pass-Along

[AntiquePower.com](http://AntiquePower.com)

**3.5k**

Monthly Pageviews

**2k**

Monthly Unique Visitors

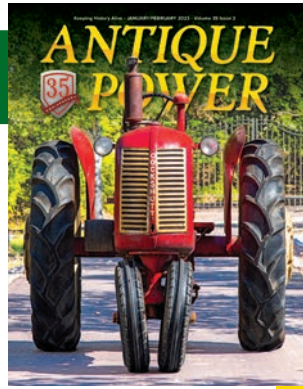
**10k**

Facebook Followers

**1k**

Instagram Followers

# 2024 ADVERTISING RATES ANTIQUE POWER



Since 1988, *Antique Power* has been the No. 1 magazine about antique tractors (1892–1980s). *Antique Power* is available by subscription and on newsstands across the world. Rev up your revenue today!

## OUR READERS WANT:

- Tractors
- Parts/Accessories
- Restoration Supplies
- Videos & DVDs
- Restoration Services
- How-To-Books
- Subscriptions
- Manuals
- Decals
- Tractor Collectibles
- Auctions
- Models & Toys
- Shirts & Caps
- Tractor Shows
- And Much More!

## GROW your business or event with an ad in **ANTIQUE POWER!**

### PRINT DISPLAY ADS

SIZE	BASE RATE	ONE DISCOUNT <i>pre-payment OR multiple insertion</i>	BOTH DISCOUNTS <i>pre-payment AND multiple insertion</i>
<b>Black &amp; White</b>			
Full page	\$690	\$655.50	\$621.00
1/2 page	\$420	\$399.00	\$378.00
1/4 page	\$225	\$213.75	\$202.50
1/8 page	\$110	\$104.50	\$99.00

### Color

Full page	\$940	\$893.00	\$846.00
1/2 page	\$590	\$560.50	\$531.00
1/4 page	\$355	\$337.25	\$319.50
1/8 page	\$176	\$167.50	\$159.00

### Premium Placement

Inside Cover <i>(Front or Back)</i>	\$2005	\$1904.75	\$1804.50
Premium Select <i>(pages 3-16)</i>	\$1440	\$1368.00	\$1296.00

### CUSTOM DISPLAY ADS

**\$35 per column inch (B&W only)**  
1.5" minimum • 4" maximum  
*Call for color options*

### 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**

## 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**

**BATTERY BOXES** for Farmall Cub, A, R, BN, H, M and Super MTA, Allis G, R, C, CA, WC, WD, WD Diesel, D 10 and D 12. All battery boxes are designed to exact dimensions as possible. Farmall battery boxes are stamped with correct corner like the originals. All battery boxes are printed. Complete Design Workshop, 400 S. Main St., DeGraff, OH 43118, ph. 937/588-0573.

**STEP AND STEP TOOL BOXES** for JD A, B, C, 50, 60, 70, and step for the JD 8000 and 3020 series. Also step on step tool box for Oliver 400, 460, 77, and 84. Step tool box for Ford 700,

**PARTING-OUT TRACTORS:** F17, Superlun, F26, F30, H3M Farmall, L & LA, SC & PSC Case, B, A, R, G John Deere & others. Some NOS parts. Complete working condition. Watch for upcoming auction, March 25-27. See partial listing [www.tractoraction.com](http://www.tractoraction.com) in February 2018. Look for ad in March/April issue of *Antique Power*. Ohio Antique Tractors, Phone 800-295-9183. Hours 9am to 5pm.

**AC FLAGS** Change with legs 2x3 and 3x4, Ph. 574-542-4455. Also, 574-542-6668. even. We accept major credit cards and ship UPS. [www.aeromax.com](http://www.aeromax.com).

**AC REPLACEMENT & OVERHAUL** kits for 1920 and 1925 tractors. Call directly 414-761-5616, water pump shaft & injector, air cleaner bowl, inside and out, manifold, exhaust, oil pan, all engine parts for A, B, C, L, SC, M, OH, amp, pump gauges, Kragdon carb. bowl, brass float &

### PRINT AD DEADLINES

ISSUE:	JAN/FEB 36-2	MAR/APR 36-3	MAY/JUN 36-4	JUL/AUG 36-5	SEP/OCT 36-6	NOV/DEC 37-1
MATERIALS DUE:	Nov 10	Jan 5	Mar 8	May 10	Jul 5	Sep 6
ISSUE MAILED BY:	Dec 12	Feb 6	Apr 9	Jun 11	Aug 6	Oct 8

**NOTE:** Ad space in *Antique Power* is limited. 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.

# 2024 ADVERTISING INFORMATION

# ANTIQUE POWER



**MIKE PURO**, Display Advertising  
**ads@ertelpublishing.com**  
 937-768-8859 CELL  
 P.O. Box 838 | Yellow Springs, OH 45387  
**www.antiquepower.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
<b>PREFERRED FORMAT:</b> Adobe PDF, 300dpi at 100%
<b>ACCEPTED FORMATS:</b> InDesign, Photoshop, and Illustrator Include ALL font and image files (.tiff, .eps, or .pdf)
<b>SUBMIT:</b> By Email: <a href="mailto:ads@ertelpublishing.com">ads@ertelpublishing.com</a> 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. Black and White or Color 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.

## PRINT AD SIZES

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

Full Page - Single			Full Page - Spread		
	8.625"x11.125"	7.375"x9.75"		17.375"x11.125"	7.375"x9.75" each page
1/2 Page			1/4 Page		
	7.375"x4.825"	3.637"x9.75"		3.637"x4.825"	7.375"x2.362"
1/8 Page			1/8 Page		
	3.637"x2.362"	2.342"x3.625"		3.637"x2.362"	2.342"x3.625"

## 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.

# READER TESTIMONIALS

Here are what *Antique Power* readers are saying about us:

"I have subscribed to *Antique Power* since 1994. If you are going to subscribe to one publication on antique tractors, this is the one!"

—Brian Poore

"I love the traditional farm tractors that date back to the early days. They have real style and power, plus they're basic and easy to work on.... No matter how comfortable the modern tractors are I would rather have a vintage tractor any day. There is nothing like cranking over an old tractor and going out to field and get some work done." —Donald Ohlinger

"Really good magazine with people's tractors and stories inside."

—Leslie Scott

"An excellent resource for the tractor enthusiast! I love reading this magazine."

—Jason DuFour

"I just received the latest issue of *Antique Power* and found it to be the 'near-perfect publication' it has always been."

—Johnnie Watts, Jr.

"I am very happy to have *Antique Power* come to my door. It brings back memories of the tractors we had when we were on the farm in our 'hay day.'"

—Fred Banks



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P.O. Box 838 | Yellow Springs, OH 45373  
800-767-5828 | [ads@ertelpublishing.com](mailto:ads@ertelpublishing.com)  
[antiquepower.com](http://antiquepower.com)



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