



# ADVERTISING RATES

for

## ***Driving Freedoms***

**The Magazine of the 501(c)(3) National Motorists Association (NMA) Foundation**  
 (Valid for orders placed by December 31, 2020)

***Driving Freedoms*** is a quarterly publication produced by the NMA Foundation and mailed to the approximate 4000 supporting members of the National Motorists Association and distributed to several other interested parties upon request. It contains articles and items of interest to motoring enthusiasts and motorists' rights advocates throughout the United States and Canada. Past issues can be viewed at <https://www.motorists.org/newsletter/>.

### **FOUR COLOR (Per Insertion)**

<u>SIZE</u>	<u>Single Issue</u>	<u>2 Issues</u>	<u>4 Issues</u>
Full	\$ 1115	\$ 940	\$ 775
2/3 Page	\$ 840	\$ 705	\$ 570
1/2 Page	\$ 625	\$ 530	\$ 425

### **BLACK & WHITE (Per Insertion)**

<u>SIZE</u>	<u>Single Issue</u>	<u>2 Issues</u>	<u>4 Issues</u>
Full	\$ 895	\$ 755	\$ 625
2/3 Page	\$ 660	\$ 575	\$ 480
1/2 Page	\$ 500	\$ 430	\$ 355
1/3 Page	\$ 350	\$ 305	\$ 265
1/4 Page	\$ 285	\$ 240	\$ 220
1/6 Page	\$ 230	\$ 200	\$ 175
1/12 Page	\$ 175	\$ 155	\$ 130

Each of the above rates, **Four Color** and **Black & White**, are based on inside publication placement. For premium placement, add \$185 per insertion for Outside Back Cover, \$175 per insertion for Inside Front Cover, and \$160 per insertion for Inside Back Cover placement.

### **INSERT ADVERTISING (Per Insertion)**

Insert space is available in each issue. Please contact the NMA Foundation office to confirm specific rates. All inserts should be supplied flat and unbound.

*(continued on page 2)*

**AD SIZE REQUIREMENTS (inches)**

	<u>Vertical</u>	<u>Horizontal</u>
Full Page	7-1/4 x 9-1/2	
2/3 Page	4-1/12 x 9-1/2	7-1/4 x 6-5/8
1/2 Page	4-1/2 x 7	7-1/4 x 4-3/4
1/3 Page	2-1/4 x 9-1/2	4-1/2 x 4-1/2
1/4 Page	3-1/2 x 4-1/2	4-1/2 x 3-1/2
1/6 Page	2-1/4 x 5	5 x 2-1/4
1/12 Page	2-1/4 x 2-1/4	

**TRIM SIZE:** 8-1/2 x 11 inches

**BLEED:** On bleed pages, hold all live copy no closer than 1/4 inch from all edges

**DIGITAL MATERIAL SPECS:** It is recommended that electronic files be accompanied by a color proof for first-time ads. Include company name, ad name, and run date/issue. Save layout files to PDF format. Embed all fonts and artwork.

**PROOFS:** Color Proof is recommended for all four-color ads

**ISSUANCE AND AD CLOSING DATES**

<u>Publication Date</u>	<u>Closing Date</u>
Winter (Jan/Feb/Mar)	December 1
Spring (Apr/May/June)	March 1
Summer (Jul/Aug/Sep)	June 1
Fall (Oct/Nov/Dec)	September 1

**CONTRACT:** The publisher reserves the right to reject any and all advertising copy submitted. If prepayment has been made for such advertising, the publisher's liability shall be limited to the refund of payment made for each insertion.

**MAIL ALL ADVERTISING TO:** ***Driving Freedoms***  
**National Motorists Association Foundation**  
 402 w 2nd St., Waunakee, WI 53597

**CONTACT FOR OTHER QUESTIONS:** **Gary Biller**, 608-849-6000, [nmafoundation@motorists.org](mailto:nmafoundation@motorists.org)