

# The Antique Motorcycle

Official Publication of The Antique Motorcycle Club of America Inc.®

***"The Antique Motorcycle is a classy publication that preserves vintage-motorcycle history and represents genuine enthusiasts!"***

***—Mike Tomas, Kiwi Indian Motorcycles Inc***



## Ad Sizes and Specifications

Please format all ads to correct size.

1/8 page (3.5" x 2.25")

1/4 page (3.5" x 4.5")

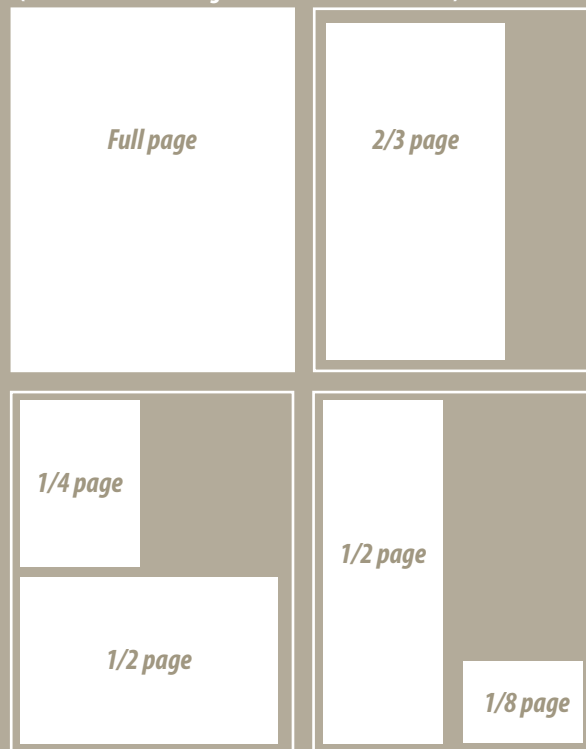
1/2 page Horiz. (7.25" x 4.5"); 1/2 page Vert. (3.5" x 10")

2/3 page Vert. (4.75" x 10")

Full page (7.25" x 10" live area, 8.375" x 10.875" trim size)

Full Page ads with bleeds

(.125" overset and registers marks set at .8125").



We accept JPEG and TIFF all set at 300 dpi, but PDF (PDF/x1a) format is our preferred choice. This will assure that all art/photos and fonts will reproduce correctly. All technical questions, please contact Denny Lee Thrush at (419) 568-7403 or email: dlthrush@gmail.com

Please label ad with your name and date.

We can also provide ad production for a fee.

Please contact Denny Lee Thrush at (419) 568-7403 or email at dlthrush@gmail.com for quote.

***"Thanks to the AMCA magazine, we are getting many new customers who did not know about our business."***

***—Warren Bennett, 45 Restoration Co.***

## Reserve Your Place in The Antique Motorcycle

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐ I am an AMCA member AMCA Number \_\_\_\_\_

AMCA Member Name \_\_\_\_\_

	Ad Size	4/C or B/W	Net Cost (See Ad Rates)
Jan./Feb.			
March/April			
May/June			
July/Aug.			
Sept./Oct.			
Nov./Dec.			

***Payment must accompany the advertising request. All payments must be in U.S. funds. Please make checks payable to: The Antique Motorcycle Club of America, Inc. Sorry, no agency discounts.***

☐ I wish to pay by credit card ☐ Mastercard ☐ Visa ☐ Amex

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

***Mail this form to:***

***The Antique Motorcycle Advertising***

5122 W. Gunnison St.

Chicago, IL 60630

or fax to: (773) 481-2103

***For further information, contact:***

Paul Holdsworth:

(773) 481-2140

amcaadvertising2022@gmail.com

# Put Yourself in Our Place



**W**hen it comes to motorcycles, old is where it's at. There's nothing like the authentic look, feel and sound of a machine from the Golden Age of two-wheeled travel. And nobody understands that better than we do.

The Antique Motorcycle is more than a magazine. It's the official publication of The Antique Motorcycle Club of America, which means it goes to the most dedicated group of classic-bike owners, collectors, restorers and riders in the country.

Together, these 12,000 AMCA members own more than 80,000 antique motorcycles, ranging from pioneering machines developed at the dawn of the 20th century to post-war classics of the '50s, '60s, '70s and '80s. But they don't just own these bikes—they bring these relics of the past back to life for the enjoyment of a new generation. And that means they invest not just in old bikes, but in the parts, tools and supplies they need to make them new again.

Don't miss your chance to reach these dedicated enthusiasts in the pages of The Antique Motorcycle.

**"If you have a product or service for the vintage and antique bike community, The Antique Motorcycle magazine is probably your best choice for reaching them."**

—Mark Mederski, National Motorcycle Museum

## 2022 Advertising Deadlines

### JANUARY/FEBRUARY

*Materials Due: November 1*

*Mailing Date: December 24*

### MARCH/APRIL

*Materials Due: January 1*

*Mailing Date: February 24*

### MAY/JUNE

*Materials Due: March 1*

*Mailing Date: April 24*

### JULY/AUGUST

*Materials Due: May 1*

*Mailing Date: June 24*

### SEPTEMBER/OCTOBER

*Materials Due: July 1*

*Mailing Date: August 24*

### NOVEMBER/DECEMBER

*Materials Due: September 1*

*Mailing Date: October 24*

## Advertising Rates

	Four-Color	Black & White
1/8 page.....	\$ 95	\$ 80
1/4 page.....	\$190	\$165
1/2 page.....	\$420	\$360
2/3 page.....	\$630	
Full page.....	\$840	

## Premium Placement

*(Available for full-page four-color ads only)*

*Next to column at front .....\$ 930*

*Inside Front Cover.....\$1,010*

*Inside Back Cover .....\$ 940*

*Outside Back Cover .....\$1,180*

**Note:** Unless you contract for Premium Placement as outlined above, the AMCA reserves the right to determine positioning for all advertising.

**Website Advertising:** Consult your ad representative to discuss limited opportunities for advertising on the AMCA website.

# 2022 6 TIME ADVERTISING RATES The Antique Motorcycle magazine.

