

GMCMI

GMC MOTORHOMES INTERNATIONAL

Advertising Opportunities

MEDIA KIT

GMC VINTAGE RVING MAGAZINE

GMC Vintage RVing magazine is published quarterly by GMC Motorhomes International, Inc. for its members. *GMC Vintage RVing* is the country's foremost GMC Motorhome historical magazine. A quarterly publication, amply illustrated, it contains a wide range of GMC Motorhome feature stories, historical articles, technical articles on restoration, information on regional GMC Motorhome Chapters, GMC community calendar and other material. In addition, it carries brief columns from the GMCMI President, FMCA Representative, Sunshine Lady, member classified advertising, and opportunities for display advertising.

Display advertisement space is available for GMC Motorhome-related ads only, including products, events and rallies. *GMC Vintage RVing* magazine is a premier location for advertising a GMC Motorhome business or event. The publication's circulation currently is over 1,000.

PLUS...effective July 1, 2016, the magazine became available to the public for viewing online. This allows more exposure for your advertising dollar. If you have your website listed in the ad, readers will be able to hover over the link and click to automatically be redirected to your site. This feature adds tremendous value to your advertisement in the magazine and at no additional cost.

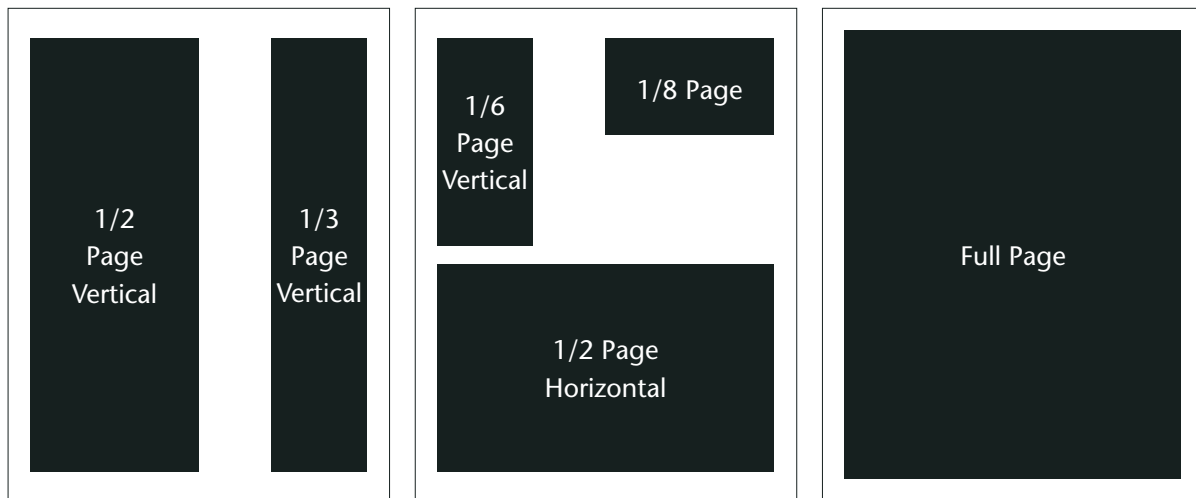


>> Contact Kim Weeks at 612-501-4600 or email kimweeksgmc@gmail.com today!

MAGAZINE AD SIZES & INSERTION RATES

Ad Size	Width x Height	1 time	4 times/1 year
Outside Back Cover	varies per issue	\$300	\$1,000 (\$200 discount)
Full Page	7.5" x 10"	\$250	\$800 (\$200 discount)
1/2 Page - horizontal	7.5" x 4.625"	\$125	\$400 (\$100 discount)
1/2 Page - vertical	3.5" x 9.625"	\$125	\$400 (\$100 discount)
1/3 Page - vertical	2.125" x 9.625"	\$100	\$300 (\$100 discount)
1/6 Page - vertical	2.125" x 4.625"	\$75	\$200 (\$100 discount)
1/8 Page - horizontal	3.5" x 2.25"	\$50	\$125 (\$75 discount)

NOTE: Ad production of one ad per calendar year is included in your advertising rate.



MAGAZINE ADVERTISING CLOSING DATES

Summer Issue » 2017

Advertising Closing Date
June 12, 2017

Fall Issue » 2017

Advertising Closing Date
October 3, 2016

Winter Issue » 2018

Advertising Closing Date
January 2, 2017

Spring Issue » 2018

Advertising Closing Date
April 3, 2018

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MAGAZINE MECHANICAL REQUIREMENTS

Press and Binder

Sheetfed and Saddle Stitched

Publication Trim Size

8.5" x 11"

Material Requirements

GMC Vintage RVing is created on Macintosh computers using Adobe Creative Suite (InDesign, Illustrator and Photoshop). We will accept digital ad files in 300 dpi, high-resolution, CMYK, PDF format. All fonts to be embedded in the PDF. Ads are also accepted via email (at admin@gmcmi.com). Please call 612-501-4600 or email for additional information.

Ad Production

Ad production of one ad per calendar year is included in your advertising rate. Such services include layout and design of ad with up to two rounds of electronic softproofs (PDFs). Artwork or photographic work will be billed separately to the advertiser. Minimum charge for any change is \$25.

Inserts

Call Kim Weeks at 612-501-4600.

MAGAZINE ADVERTISING TERMS & CONDITIONS

Bill and Payment Procedures

Advertisers **must** pay in full for advertising at the time of order. All invoices must be paid in U.S. currency by the advertising closing date. **No advertising will occur without a payment.**

Commissions

No advertising agency discounts are available.

Contracts

A 4x contract period is for one year of consecutive issues. **No advertising will occur without a signed contract.**

Pick-up Policy

If an advertiser fails to provide required material to meet the deadline of an issue to which space has been contracted, the last published advertisement available will be repeated. If no advertisement is available, the advertiser agrees to pay for the space reserved.

Editorial Statement

All advertising materials are subject to GMC Motorhomes International, Inc. (GMCM) approval. GMCM reserves the right to determine the suitability of all ads submitted for publication or distribution and to reject advertising that does not meet the editorial or production standards of the GMCM.

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GMCMI.COM ADVERTISING OPPORTUNITY

GMCMI.com website – your GMC Motorhome Information Source!

Display advertisement space is now available on the gmcmi.com website.

All ads will appear in the upper right-hand corner of each page above the side menu. (excluding the homepage). That is right, the website plus the GMCMI Parts Interchange!

Imagine a GMC Motorhome owner looking for that needed part and there is your ad which clicks to your website!



Per Year Ad Rate
\$100 per year

Website Traffic

GMCMI.com is average over 3,800 sessions a month with the viewing of over 10,000 pages a month. **Imagine...**your ad being viewed that many times!

Ad Size & Mechanicals

320 pixels wide by 229 pixels tall, we will accept digital ad files in 72 dpi high-resolution RGB PDF format. All fonts to be embedded in the PDF.

Ad Production

Ad production of one ad per calendar year is included in your .com advertising rate. Such services include layout and design of ad with up to two rounds of electronic softproofs (PDFs). Artwork or photographic work, will be billed separately to the advertiser. Minimum charge for any change is \$25.

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