

Media Advertising

1. Purpose: The purpose of this policy is to define the responsibilities for advertising placed in *The Restorer* magazine, on the MAFCA Website, in the Membership Roster or in any other media published by MAFCA.

2. Statement of Policy: The following Advertising Policy statement shall appear in each issue of *The Restorer*:

"MAFCA accepts no responsibility for the accuracy of any statements, the fairness of any prices, or the quality of any goods or services mentioned in *The Restorer* advertising."

The following Advertising Policy statement shall appear in the advertising section of the website:

"MAFCA accepts no responsibility for the accuracy of any statements, the fairness of any prices, or the quality of any goods or services mentioned on the MAFCA Website."

3. Ad Acceptance Criteria: Ads are to be related to the Model A Ford or to items from the era that would be of interest to MAFCA Members. Model A's must have era 4-cylinder engines. A reasonable test would be that the vehicle or parts be acceptable for judging or display at a MAFCA sponsored event. The MAFCA Advertising Director reserves the right to reject any classified or commercial advertising from appearing in any media published by MAFCA.

4. Classified Advertising: Classified ads may be run in *The Restorer* or on the website subject to space availability at the discretion of the Editor or Webmaster. MAFCA members and others may place such ads subject to the following:

A. Each member shall be entitled to place one free ad for Model A parts and related items in each issue of *The Restorer*. Previously run ads for specific parts and Model A's may be run on a space-available basis after resubmission. All ads for items for sale must state the asking price.

B. Each member shall be entitled to place one free ad for Model A parts and related items on the Website at one time. Ads for specific parts and Model A's may be run only once per year and will run for a maximum of 3 months. All ads for items for sale must state the asking price.

C. Free classified ads are for MAFCA members **ONLY**. No commercial classified ads are accepted. Members offering commercial Model A parts and services are required to use the Business Card size or larger commercial ads as described in paragraph 5.

D. Classified ad rates are given in the Addendum I, Addendum II and Addendum III to this Policy.

5. Commercial Advertising: Commercial ads shall be sold in each issue of *The Restorer* subject to space limitations as defined by the Board of Directors from time to time. Commercial ads shall be sold on the website for a minimum duration of one year. The following policy requirements and rates shall apply:
- A. The MAFCA office must receive payment before ads are published in any MAFCA Media.
 - B. Advertisers may advertise in each issue of *The Restorer* subject to space availability as determined by the Editor, and unless so specified, it will be at the Editor's discretion as to the issues in which each ad will appear (for those ads prepaid for more than one issue).
 - C. Business Card ads may appear in *The Restorer* in all issues within the available space limitations as determined by the Editor.
 - D. Two or four-color ads, at additional cost, may be run subject to space and color availability and at the discretion of the Editor. Second color to be determined by the Editor, however, advertiser's preference will be given full consideration.
 - E. Ads for MAFCA-approved Chapter or Regional events or services may be run at rates 50% of the published commercial rates. Such ads shall be limited to not more than one full page in any issue, and may be run on a space available basis.
 - F. Ads may be run for other organizations' products, services and events at no cost when approved by the Board of Directors. These ads will be run on a space-available basis.
 - G. Commercial ad rates are given in Addendum I, Addendum II and Addendum III to this Policy.
6. Complaints Against Advertisers: It is the intent that MAFCA work diligently to preserve the sanctity of its advertisement policy, assisting to the maximum those who believe they have been abused by MAFCA advertisers, without becoming a consumer advocate for any member trying to achieve restitution. Upon receiving a letter of complaint against a MAFCA advertiser, the Advertising Director will contact the advertiser in order to get a resolution to the complaint. It will then be the Advertising Director's decision whether to continue to print the ad. It will not be necessary for the Advertising Director to discuss the matter with the entire Board of Directors, although he/she may do so with any or all Directors.

In the event the Advertising Director decides to suspend an advertiser, notification will be sent to:

- 1) The Editor of *The Restorer* and the Webmaster and
- 2) The advertiser.

A refund of prepaid ads based on the number of actual insertions shall be made. Notification of the suspension shall be filed in the MAFCA files. The individual who registered the complaint will be notified of the action taken. The duration of suspension will be for a minimum of one year. At the end of the suspension period, the Advertising Director will determine whether to renew or accept advertising from the suspended advertiser. If suspension is lifted, the action shall be noted, without explanation, in the Minutes of the next Board of Directors Meeting.

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ADDENDUM I – RESTORER ADVERTISING

The Classified Advertising rates are:

A. Rates for Members:

First 40 words plus name and address	FREE
Each additional word	\$.03
Photo charge for each image	\$8.00

B. Rates for Non-Members:

First 40 words plus name and address	\$5.00
Each additional word	\$.35
Photo charge for each image	\$10.00

B&W COMMERCIAL ADVERTISING RATE SCHEDULE

	Insertions:	1X	2X	3X	4X	5X	6X
Full Page	W H 7.375	\$ 600	\$1,140	\$1,635	\$2,120	\$2,550	\$2,880
x 9.875"							
Half Page	7.375	\$ 330	\$ 630	\$ 900	\$1,160	\$1,400	\$1,590
x 4.75"							
Quarter Page	3.375	\$ 185	\$ 350	\$ 510	\$ 660	\$ 800	\$ 900
x 4.75"							
Sixth Page	3.375	\$ 145	\$ 276	\$ 396	\$ 512	\$ 615	\$ 696
x 2.35"							
Eighth Page		\$ 115	\$ 216	\$ 315	\$ 404	\$ 485	\$ 552
3.375 x 2.35"							
Business Card		\$ 55	\$ 104	\$ 150	\$ 192	\$ 230	\$ 264
3.63 x 1.88"							

COLOR COMMERCIAL ADVERTISING RATE SCHEDULE

Full color advertising space is available on the inside front and inside back covers only. The one-time rate is \$1,050 for a full page. Color advertisers can also earn a six-time discount. Payment for the first five insertions is \$1,050 and then the sixth insertion is only \$330... a discount of \$720.00.

	Insertions:	1X	2X	3X	4X	5X	6X
Full Page		\$ 1,050	\$2,100	\$3,050	\$4,100	\$5,150	\$5,480
7.375 x 9.875"							

ADDENDUM II – WEBSITE ADVERTISING

MAFCA WEBSITE Classified Advertising

Classified Advertising for MAFCA members is free as long as the ad is non-business related.

Classified Advertising for non-members is \$40.00 per year. The non-member will be enrolled as a MAFCA member and will have all of the privileges of MAFCA membership.

MAFCA WEBSITE Commercial Ad Information

The MAFCA Website accepts advertisements from businesses that offer parts or services related to the Model A Ford hobby. Each advertiser will have an opportunity to describe his offerings to our web browsers, have a link to his e-mail address and/or US Mail Address, and a link to his own website if one exists. Guidelines for commercial advertisements are outlined in Policy P1S02.

Ad Layout with or without Graphics is \$180/year per ad (up to 1 page)

Rules:

All fees are due in advance of publication via credit card, check or money order, payable to MAFCA. Renewal notices will be sent to advertisers 45 days in advance of expiration.

There is a one (1) year minimum advertising agreement.

If the renewal is not received, the ad will not be published.

ADDENDUM III – ROSTER ADVERTISING

Advertising rates for the Roster will be determined at the time of publication.

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