

Inserts, Direct Mail & Polybagging

Reach your best customers—our readers—directly with one of these options! *Model Retailer* can distribute your catalog, flyer, and even your product to a targeted group of retailers.

Inserts starting at \$1,849 for the entire circulation. Polybagging costs are based on number of stores targeted. Please call for quote.

Catalogs up to 24 pages may be accommodated under certain circumstances. Contact a sales representative for information. All prices are net. Agency discounts are not applicable to inserts, polybagging, or direct mail services.

Insert Specifications

Space reservation dates for inserts and polybagging are the same for display advertising.

- At the time insert advertising space reservation is made, shipping instructions (including quantity needed) will be given.
- Keep live matter 1/8 inch from final trim on top, bottom, side and gutter. Final trim is 8 x 10 3/4 inches. Inserts jog to the head of the page.
- Inserts are glued to a form, not blown in or stapled.

Note: Publisher is not responsible for loss during trimming of any critical copy that falls within trim area of 1/2" on all sides. To make sure the specs of the insert you intend to use are correct, please send two copies directly to *Model Retailer*. If you are having inserts printed for use in *Model Retailer*, please have your printer call us to confirm specs.

Direct Mail Service and Polybagging Options

(Polybag is clear wrapped with specific issue)
Choose the distribution option that best fits your needs!

- *Model Retailer's* entire circulation
- Retailers only
- Retailers based on major categories stocked
- Specific geographic area
- Contact your advertising representative for rates and specifications.

Note: Postage must be pre-paid on all direct mailings prior to mailing. A bill for postage will be provided. Please send two copies of your catalog for an estimate of weight and postage. All costs are approximate and are subject to change by the U.S. Postal Service. Prices are based on single-piece, individual bulk mailing. Prices may be lower on multiple-piece mailings where you or several clients mail two or more catalogs together.

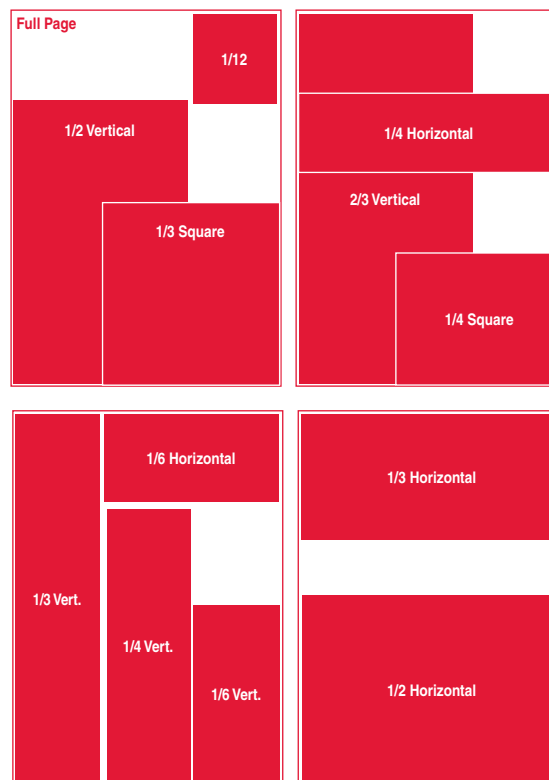
For more information, call
1-888-558-1544
Group Ad Sales Manager, ext. 652
Advertising Sales Representative, ext. 537
www.ModelRetailer.com

Shipping:

Inserts must arrive at our printer's plant no later than the 3rd of the month prior to issue date. Please ship inserts to:

Schumann Printers
200 Swarthout Rd.
Fall River, WI 53932
Phone: 920-484-3348
Fax: 920-484-3661

Ad Sizes



Ad Submission Web Site:
www.adsubmission.kalmbach.com

Mailing Instructions

Insertion orders, contracts and materials should be sent via U.S. Postal Service to:

Advertising Department
Model Retailer Magazine
P.O. Box 1612
Waukesha, WI 53187-1612

For overnight express mail send to:

Advertising Department
Model Retailer Magazine
21027 Crossroads Circle
Waukesha, WI 53186-4055

Any questions? Call 1-888-558-1544,
262-796-8776 or fax 262-796-0126.

P6338FH

MODEL **Retailer**
magazine

Rate Card #38

Effective with the January 2010 Issue.

TOYS: Why they're good for your store

MODEL **Retailer** AUGUST 2009
RESOURCES FOR SUCCESSFUL HOBBY RETAILING

BUSINESS BY THE NUMBERS

8 ways to survive
5 customer service tips
1 way to catch a thief

PLUS • How is your customer service?
• Hobbico helps with tests
• Round 2 gets Star Trek License
• Hal Carstens 1925-2009

Model Retailer is the leading trade magazine for the hobby industry. Its readership includes hobby and game stores, wholesalers, manufacturers, importers, publishers, game companies, independent sales representatives, trade associations, and other qualified recipients in the hobby industry trade.

Published by:

Kalmbach Publishing Co.

21027 Crossroads Circle

P.O. Box 1612

Waukesha, WI 53187-1612

1-888-558-1544 • 262-796-8776

Fax: 262-796-0126

E-mail: adsales@ModelRetailer.com

Web site: www.ModelRetailer.com

Model Retailer magazine 1-888-558-1544

Personnel

Group Ad Sales Manager	— Ext. 652
Advertising Sales Representative	— Ext. 537
Advertising Services Representative	— Ext. 619
Credit Specialist	— Ext. 570

Publisher	— Terry Thompson
Editor	— Hal Miller
Vice President, Advertising	— Scott Stollberg
Advertising Director	— Scott Bong

Circulation

Average controlled circulation for 6 months ended December 31, 2008 is 3,793.

Model Retailer also features extended circulation at hobby shows.

- Free for qualified retail stores. (U.S. and Canada)
- \$85 per year – non-retailers
- \$85 per year – foreign (surface mail)

Issuance & Closing Dates

- Published monthly.
- Complete ad material reserved by the closing date must be received no later than the ad material due date specified below. Allow additional time for special preparation requirements such as photography to be provided to the advertiser by the publisher. **Contract ads will be repeated as run in previous issue unless new material is received by material due date.**

Advertising Closing Dates

Cover Date	Closing Date	Ad Material Due Date	Publication Date
January 2010	Nov 3	Nov 10	Dec 14
February	Dec 4	Dec 11	Jan 14
Electronic Business Pages	Dec 4	Dec 11	Jan 14
March	Jan 8	Jan 15	Feb 12
April	Feb 5	Feb 12	Mar 12
May	Mar 8	Mar 15	Apr 14
June	Apr 9	Apr 16	May 14
July	May 7	May 14	June 14
August	June 7	June 14	July 14
September	July 9	July 16	Aug 13
October	Aug 6	Aug 13	Sept 14
Fall Buyers/Show Guide	Aug 18	Aug 25	Sept 24
November	Sept 7	Sept 14	Oct 14
December	Oct 8	Oct 15	Nov 12

Terms

Advertiser or agency will receive a 15% discount if display ad is submitted electronically and if bills are paid within 30 days of invoice date. Production charges are noncommissionable. 2% discount on display invoices paid within 10 days of invoice date, net due in 30 days. Payment in advance on display ads earns 2% cash discount. It is understood that all orders accepted for space are subject to our credit requirements. Prepayment is required with order/contract from new advertisers. We accept money orders and checks drawn on U.S. banks in U.S. funds, Visa, MasterCard, American Express, and Discover cards.

General Rate Policy

Rates are based on the total number of insertions during a contract year. Six or twelve insertions of the same or varied sizes earn frequency discounts. For example, three full-page ads and three half-page ads earn the 6-time rate for both sizes of space. Multiple ads in a single issue count as one insertion.

General Advertising Rates

Rates Per Insertion Black & White

	1X	3X	6X	12X	One page 12 Issues
2-page spread	\$5,140	\$4,626	\$3,932	\$2,750	\$2,614
1 page	2,705	2,435	2,069	1,447	1,376
2/3 page	2,015	1,814	1,542	1,078	
1/2 page	1,596	1,436	1,221	854	
1/3 page	1,114	1,003	853	596	
1/4 page	866	779	662	463	
1/6 page	601	540	459	321	
1/12 page	338	304	259	181	

Color Rates

Two-color:

2-page spread	\$5,564	\$5,008	\$4,257	\$2,977	\$2,830
1 page	3,111	2,800	2,380	1,664	1,582
2/3 page	2,318	2,086	1,773	1,240	
1/2 page	1,835	1,652	1,404	982	
1/3 page	1,282	1,153	980	686	
1/4 page	995	896	762	533	
1/6 page	691	622	528	369	
1/12 page	389	350	297	208	

Four-color:

2-page spread	\$7,106	\$6,395	\$5,436	\$3,802	\$3,614
1 page	3,787	3,408	2,897	2,026	1,926
2/3 page	2,821	2,539	2,158	1,509	
1/2 page	2,234	2,011	1,709	1,195	
1/3 page	1,560	1,404	1,194	835	
1/4 page	1,212	1,091	927	648	
1/6 page	841	757	643	450	

Cover Rates

Four-color:

Cover 2	\$2,698
Cover 3	2,601
Cover 4	2,794

Pony spreads and gatefolds available.

Bleed

There is no additional charge for bleed on full-page and spread ads. Add 10% for two-thirds, half-page horizontal or one-third vertical bleed ads. Bleed not available on other size ads.

Special Positions

Earned rate plus 10%. Consult Advertising Department for availability.

Mechanical Specifications

- **Binding:** saddle-stitched

Unit Sizes	Width	Height
Two-Page Spread**		
Bleed	16.75"	11.0"
Trimming to	16.5"	10.75"
Live Matter*	15.875"	10.125"
Full Page Bleed	8.5"	11.0"
Trimming to	8.25"	10.75"
Live Matter*	7.625"	10.125"
Full Page/Non-Bleed	7.062"	10.062"
Covers: Same as above		
2/3 page vertical	4.656"	10.062"
1/2 page horizontal	7.062"	4.937"
1/2 page vertical	4.656"	7.437"
1/3 page horizontal	7.062"	3.25"
1/3 page vertical	2.25"	10.062"
1/3 page square	4.656"	4.937"
1/4 page horizontal	7.062"	2.375"
1/4 page vertical	2.25"	7.437"
1/4 page square	4.656"	3.625"
1/6 page horizontal	4.656"	2.375"
1/6 page vertical	2.25"	4.937"
1/12 page	2.25"	2.375"
Publisher reserves the right to reduce in size any advertising material which exceeds specified size and charge for the additional work.		
* Hold live matter 3/16" from the trim. Publisher shall not be subject to any liability whatsoever for bleed ads extending past these margins.		
**Keep live material (type) 1/8" on either side of the gutter for two-page spread ads supplied.		

- **Digital Ad Submission:** Please provide your ad electronically at www.adsubmission.kalmbach.com or via e-mail or disk along with a hardcopy printout. Acceptable programs, file formats, and font information should be obtained from the Advertising department or at www.ModelRetailer.com prior to submission of ad. Publisher recommends 300 dpi resolution for graphics and images.

- **B/W and 2-Color Specifications:** Standard two-color ads consist of black and one of the following colors: magenta, cyan, or yellow. Other colors may be available upon request.

- **4/C Process Specifications:** Advertisers should supply a color accurate (SWOP) digital proof (e.g., Epson, Kodak, etc.) otherwise publisher cannot be held responsible for color problems during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB will be converted to the closest CMYK separations.

- **Production Charges:** Standard ad production work, including design, typesetting, photo placement, text alterations and most other changes, is included in the cost of the ad. Advertisers do not earn the 15% digital discount if publisher performs any production work on an ad. Photography, page alterations, hi-res color scans, color correct proofs of ads and sending ads to other publications incur charges over and above the included production work stated above. Other work is billed at \$45/hour. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct the files.

- Ad material will be returned upon request.

General Conditions

Submission of any advertisement, insertion order, space reservation or position commitment shall constitute acceptance of the following General Conditions:

- As used in this section titled "General Conditions," the term "publisher" shall refer to Kalmbach Publishing Co.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- Publisher is not responsible for mistakes in production of ad copy not submitted in writing.
- Publisher shall have no liability for errors in key numbers, or advertiser's index.
- Conditions other than rates are subject to change by publisher without notice.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.
- Kalmbach Publishing Co. believes that our readers are as important as you - our advertisers. Therefore, we try to handle all reader's advertising complaints promptly and carefully. Your help in expediting this process if a situation occurs is appreciated.