

DISPLAY ADVERTISING

Rates Per Insertion

Four-Color:	1X	3X	6X	12X	One Page 12 Issues
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:	One Page 12 Issues
Second cover	\$2,698
Third cover	2,601
Fourth cover	2,794

Pony spreads and gatefolds available.

Special Positions

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

Inserts and Bind-In Cards

Consult Advertising Department for rates and specifications.

CLOSING AND PUBLICATION DATES

Cover Date	Closing Date	Ad Material Due Date	Publication Date
Jan. 2012	Nov. 4	Nov. 11	Dec 14
February	Dec. 2	Dec. 9	Jan. 13
March	Jan. 6	Jan. 13	Feb. 14
April	Feb. 6	Feb. 13	Mar. 14
May	Mar. 8	Mar. 15	Apr. 13
June	Apr. 6	Apr. 13	May 14
July	May 7	May 14	June 14
August	June 5	June 12	July 13
September	July 6	July 13	Aug. 14
October	Aug. 6	Aug. 13	Sept. 14
Fall Buyers/Showguide	Aug. 15	Aug. 22	Sept. 20
November	Sept. 6	Sept. 13	Oct. 12
December	Oct. 5	Oct. 12	Nov. 14

Two-Color:	1X	3X	6X	12X	One Page 12 Issues
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	

INSERTS & POLYBAGGING

Reach your best customers—our readers—directly with one of these options! *Model Retailer* can distribute your catalog or flyer, to a targeted group of retailers. Inserts and Polybagging costs are based on number of stores targeted. Please call for quote.

Contact a sales representative for information. All prices are net. Agency discounts are not applicable to inserts or polybagging.

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 1/2 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.

GENERAL RATE POLICY & PAYMENT TERMS

Rates are based on the total number of insertions during a contract year. 6 or 12 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.

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 non-commissionable. 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.

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	

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.

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.

SEND YOUR DIGITAL AD TO US:

Via our website: www.adsubmission.kalmbach.com

Please send us a printout of your ad to help us ensure accuracy. We compare our output to yours to make sure the elements and version of the ad are correct.

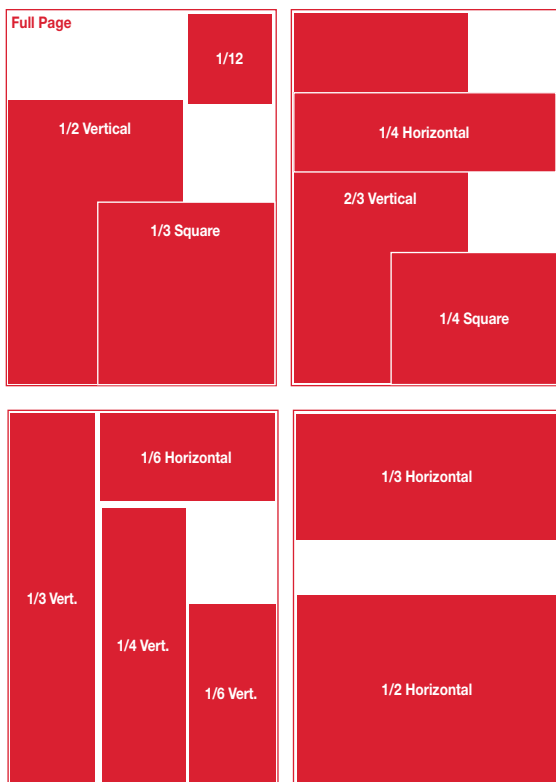
Fax: 262-796-0126

Mailing Instructions:

Advertising Department • *Model Retailer* magazine •
21027 Crossroads Circle • Waukesha, WI 53186-4055

Model Retailer is the leading trade publication that goes to hobby retail stores, wholesalers, distributors and manufacturers in North America.

AD SIZES



AD MEASUREMENTS

Unit Sizes	Width	Height
Two-page spread**		
Live matter*	15.875"	10.125"
Bleed*	16.75"	11.0"
Trimming to	16.5"	10.75"
Full page bleed	8.5"	11"
Live matter*	7.625"	10.125"
Bleed page*	8.5"	11.0"
Trimming to	8.25"	10.75"
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 square	4.656"	3.625"
1/4 page vertical	2.25"	7.437"
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 or enlarge any advertisement which does not meet the reserved and specified size and charge for the additional work.

*Hold live matter 5/16" from the trim. Publisher shall not be subject to any liability whatsoever for bleed ads extending past these margins.

**Keep live material (type) 1/4" on either side of the gutter for two-page spread ads.

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 ad with 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.

MECHANICAL SPECIFICATIONS

- Binding: Saddle-stitched
- Complete ad material must be received no later than the ad material due date. **Contract ads will be repeated as run in previous issue unless new material is received by the ad material due date.**
- **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.
- **Provide a printout or proof:** To help ensure that accurate output and placement of your digital ad, publisher recommends that you send one of the following proofs when submitting your final ad: jpeg, screenshot, fax, or mailed printout. If a proof/printout is not received, publisher cannot be responsible for errors or discrepancies that may occur in the final product. Advertiser may supply a color contract proof to be used in place of a printout.

WEBSITE RATES

Website	Position	RATES PER INSERTION		
		1X	6X	12X
ModelRetailer.com	Medium Rectangle	\$312	\$281	\$219
	Banner	\$218	\$197	\$152

SIZES AND SPECIFICATIONS

POSITIONS AND SIZES:

- Medium Rectangle: 300 pixels wide x 250 tall.
- Banner: 300 pixels wide x 70 tall.

FILE FORMATS:

- Online ads may be submitted in GIF, JPEG, or Flash Format with a maximum file size of 40K.

ROTATIONS:

- Four advertisers rotate in each position. Ads are sold on a non-exclusive basis. Each advertiser receives 25% of the total page views.

ANIMATION:

- Animation is limited to 15 seconds total with a maximum of four loops. Animation is not available in branded sponsorship positions.

Your advertising sales representative can supply the latest figures on page views for each site, and answer any other questions about ModelRetailer.com.



E-MAIL NEWSLETTER RATES

E-mail Newsletter	RATES PER INSERTION			
	1X	3X	6X	12X
Premium Text	\$365	\$254	\$229	\$207
Sponsor Banner	\$311	\$213	\$194	\$172
Banner	\$241	\$165	\$151	\$137

SIZES AND SPECIFICATIONS

PREMIUM TEXT:

Appears within the content well and lets you promote your company in an editorial environment. A limited number of positions are available.

INCLUDES:

- Headline:** In bold type.
- Copy:** Up to 75 words of text in a paragraph form.
- Links:** Up to two links can be included in the ad.
- One image:** 300 pixels wide by 75 pixels high or 150 pixels wide by 150 pixels high. No animation. File size: 15k or less.

SPONSOR BANNER:

Appears in the upper right-hand corner next to our logo. One position available.

AD SPECS:

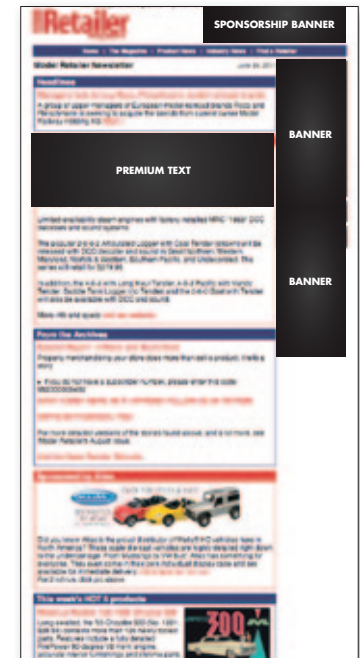
- Dimensions:** 234 pixels wide by 60 pixels high • File size: 15k or less.
- No animation.

BANNER:

Appears in the right-hand column of our newsletter next to our content. A limited number of positions available.

AD SPECS:

- Dimensions:** 120 pixels wide by 240 pixels high • File size: 15k or less.
- No animation.



SUBMIT YOUR WEB OR E-MAIL NEWSLETTER AD

Via our Website: www.adsubmission.kalmbach.com
Please provide a URL link along with the file.