



HOME OF THE
MUSCLE TRACTOR

The #1 Muscle Tractor Magazine!

FOCUSING ON FARM EQUIPMENT FROM THE 1960-1990 ERA



Why
ADVERTISE
with us?

Our website gets
THOUSANDS of views
monthly!

GLOBAL REACH
We have subscribers
worldwide!

HERITAGE IRON ADVERTISING RATES 2024

COLOR	
Full Page	\$520
1/2 page	\$370
1/4	\$240
1/8 page	\$120
BLACK & WHITE	
1/8 page	\$75

PREMIUM PLACEMENT
4-COLOR ONLY

Inside Front Cover
(Full page only) **\$625**

Inside Back Cover
(Full page only) **\$625**

Commercial Classifieds

50 cents per word - Bold text - 60 cents per word

- \$10 per ad minimum, includes 30 words. 50 cents per word after.
- Bold heading, up to 4 words
- Insertion renewals are the responsibility of the advertiser. Renewals or ad changes must be received on or before the ad deadline.
- Minimum 2x insertion
- Prepayment only, no discounts

Upcoming Events

50 cents per word

- *State & event date are bold
- *\$10 minimum charge
- *Prepayment only, no discounts

Photos or Logos

\$10 ea.

Add a photo or logo to your Commercial Classified ad

DON'T MISS OUT ON THESE GREAT OFFERS!

SPACE RESERVATION & AD DEADLINES

Issue	#	Materials Due	Estimated Mail Date
Jan/Feb	HI 91	11/03/23	12/01/23
Mar/Apr	HI 92	1/12/24	2/09/24
May/June	HI 93	3/08/24	4/05/24
Jul/Aug	HI 94	5/10/24	6/07/24
Sep/Oct	HI 95	7/05/24	8/02/24
Nov/Dec	HI 96	9/06/24	10/04/24
Jan/Feb	HI 97	11/08/24	12/06/24



DISCOUNTS

Frequency discounts are based on two or more successive ads within a 12-month period. Frequency discount is 5%. Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not fulfill the contract agreement.

RATES AND BILLING

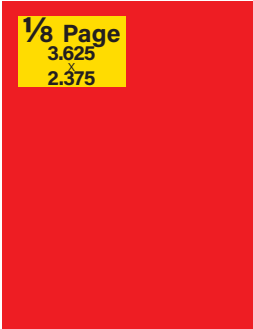
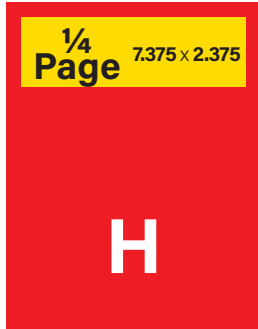
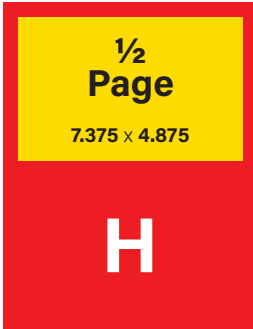
Past Due Accounts: A 1.5% late charge will be assessed monthly, beginning on the 31st day of the unpaid balance on an account. The publisher reserves the right to pull future ads if payment has not been received within 60 days of invoiced date. Credit terms are issued at the discretion of the publisher. Billing terms can be revoked immediately by the publisher, placing the account on a "prepay only" basis.

CONTRACT AND COPY REGULATIONS:

1. Advertising contracts must be completed within one year of first insertion to earn frequency discounts.
2. Position of advertisements is at the discretion of the publisher, except where an advertiser has submitted and paid for an insertion requesting "premium select" positioning.
3. The publisher reserves the right to reject an advertisement.
4. The publisher's liability for error will not exceed the value of the advertisement in question. Cash refunds require approval from the General Manager.
5. All advertisements are accepted and published by the publishers upon the representations that the agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense including legal fees and expenses, resulting from claims or suits based upon contents of any advertisement.
6. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date of space reservation. Publisher has the right to charge a \$50 cancellation fee.
7. If an advertiser cancels space reservations, the insertion cost will be adjusted (short-rate) based on past and subsequent insertions to reflect space used and the published frequency discounts for the actual space used.
8. Ad Creation: One hour layout time per page production time is included in ad rates. Ads requiring additional production time will be billed to advertiser at the rate of \$50 per hour. Every effort will be made to notify advertiser of these additional costs.
9. Ad Updates: When a change of copy for an advertisement covered in a contract is not received by the closing date, copy from a previous advertisement will be inserted. Prices include ½ hour layout time for the updates. Black and white or color ads required more than ½ hour layout will be charged an hourly rate of \$50.
10. The publisher has the right to hold the advertiser and/or its advertising agency liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered and was published.

Ad Sizes

- Full Page 7.375"w x 9.875"h
- Full Page with BLEED 8.625"w x 11.125"h
- ½ Page Horizontal . 7.375"w x 4.875"h
- ½ Page Vertical . . . 3.625"w x 9.875"h
- ¼ Page Horizontal . 7.375"w x 2.375"h
- ¼ Page Vertical . . . 3.625"w x 4.875"h
- ⅛ Page 3.625"w x 2.375"h



Ad Submission

Preferred format:

PDF, 300 dpi at 100%

Accepted formats: InDesign, Photoshop & Illustrator, include files of ALL fonts and images used (tiff, eps, pdf formats for images only)

Contact

HERITAGE IRON Advertising
ads@HeritageIron.com
(618) 664-1550

Submit payment to HERITAGE IRON

Ad Department
 P.O. Box 519
 Greenville, IL 62246



HERITAGEIRON.COM/ADVERTISE