Your Certified Oliver Authority Since 2004!

CERTIFIED

OLIVER™
HERITAGE

ADVERTISING RATES
2027

YOUR TRUSTED SOURCE FOR ALL THINGS...

OLIVER
HART-PARR
CLETRAC
WHITE

HIGH CALIBER EDITOR/WRITERS
Your Certified Oliver Authority

A full-color, bi-monthly publication, dedicated to the Oliver collector/user.

We promote all of the companies that fall under the Oliver flag.

Have an Oliver product or service to sell? 100% of our readers could be interested in what you have.

OLIVERHERITAGE.com
618-664-9116



Space Reservation & Ad Deadlines

Issue	#	Materials Due	Estimated Mail Date
Dec/Jan 2027	**OH 136**	10/26/26	11/28/26
Feb/Mar 2027	**OH 137**	12/18/26	1/22/27
Apr/May 2027	**OH 138**	2/19/27	3/25/27
Jun/Jul 2027	**OH 139**	4/16/27	5/21/27
Aug/Sep 2027	**OH 140**	6/18/27	7/23/27
Oct/Nov 2027	**OH 141**	8/20/27	9/24/27
Dec/Jan 2028	**OH 142**	10/22/27	11/19/27

COLOR

Full Page	$475
1/2 Page	$295
1/4 Page	$175
1/8 Page	$125

PREMIUM PLACEMENT *4-color only*

- Inside Front Cover (Full Page Only) $525
- Inside Back Cover (Full Page Only)..... $525

CUSTOM ADS

DON'T HAVE YOUR OWN AD DESIGNER?

Let our professional design team
make your ad attract potential customers.
(Ad creation rates listed on back.)

10.12.26

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 & BILLING:

Past due accounts: a 1.5% late charge will be assessed on the 31st day of the unpaid balance on the account. The publisher reserves the right to pull future ads if payment has not been received within 45 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.

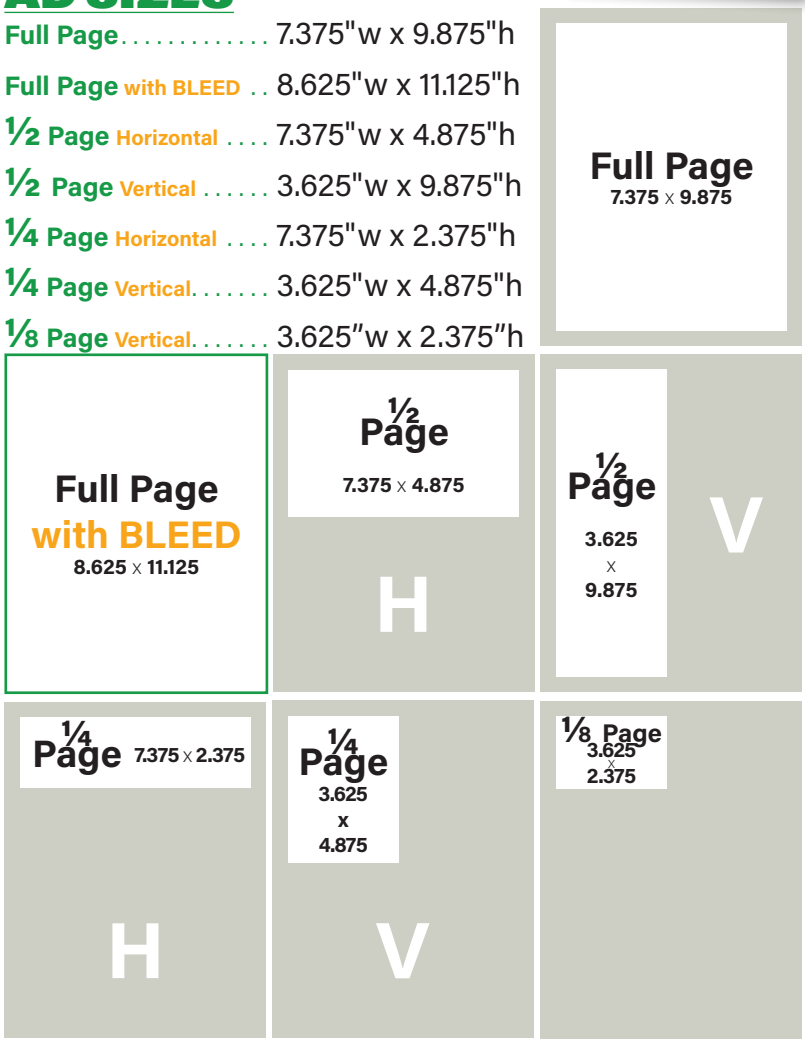
OLIVER HERITAGE

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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 Vertical	3.625"w x 2.375"h



Ad Submission

- **Preferred format:** PDF, 300 dpi at 100%
- **Accepted formats:** InDesign, Photoshop & Illustrator
  Include ALL fonts and images used:
  (.tiff, .eps, .pdf formats for images only).
- **Submit via E-mail:** ads@oliverheritage.com

OLIVER HERITAGE ▪ Ad Department ▪ P.O. Box 519
▪ Greenville, IL 62246

Contact Us

OliverHeritage.com/Advertise

618-664-9116

3 Point Ink, LLC

10.12.26