



**Model T Ford Club of America**  
 310 North 8th Street,  
 Richmond, IN 47374-3035  
 Phone: 765-373-3106  
 Email: admin@MTFCA.com

**Commercial Display Ad Rates as of January 1, 2022**

Ad Size	Dimension (width x height)	Per Issue	Per Year (6 issues)
Full Page	7" x 9.625"	\$310	\$1,674
Half Page	7" x 4.625"	\$205	\$1,207
1/3 Page	7" x 3"	\$150	\$810
1/4 Page	3.3125" x 4.625"	\$105	\$567
1/8 Page	3.3125" x 2.125"	\$65	\$351

**The Vintage Ford — Reaching the Most Model T Enthusiasts Around the World.**

- \* The **Vintage Ford** reaches over **5,000** vintage Model T enthusiasts and club subscribers!
- \* Our Display Ads are a **Bargain** at **less than 34¢** per person for one full page ad!
- \* The magazine has over **10 Golden Quill Awards** for Auto Publication Excellence!

**ADVERTISING GUIDELINES & RATES**

Ads are for Model T hobbyists' use only. The MTFCA reserve the right to reject an ad that is not in the best interest of its members. Classified and Service Directory ads should be typed, printed legibly, or emailed. Photos, if included, should be high-resolution JPEG or TIFF files or clear photographs.

**AD DEADLINES**

The ads must be in the MTFCA's hands 45 days prior to the date of the issue in which they are to appear, i.e.:

- Jan-Feb Issue.....November 15
- Mar-Apr Issue.....January 15
- May-Jun Issue.....March 15
- Jul-Aug Issue.....May 15
- Sep-Oct Issue.....July 15
- Nov-Dec Issue.....September 15

**MTFCA MEMBER CLASSIFIED AD RATES**

Members can place two free Classified Ads per year, up to 50 words including name, city/state, phone, and email. Additional words are 10¢ per word. When submitting your ad, please include membership number, name, address, phone number or the label/ mailing insert from magazine mailing pouch. Photos may be included for an additional \$10 per photo. Put a box around your ad for \$5 extra. To repeat an ad you must contact the MTFCA office at 765-373-3106.

**NON-MEMBER CLASSIFIED AD RATES**

Minimum charge of \$15 for up to 50 words, including name, city/state, phone, and email. Additional words are 10¢ per word. Photos may be included for an additional \$10 per photo. Boxed ads are \$5 extra.

**COMMERCIAL SERVICE DIRECTORY AD RATES**

Suppliers of parts and services of commercial or multiple-produced made-for-sale items will be printed in this section. The ads are boxed. Listing in this section is \$12.50 per issue (\$75/year) for 50 words or less. Additional words are 25¢ per word.

**COMMERCIAL DISPLAY AD RATES**

Only print-ready digital files will be accepted. Ads should be CMYK at 300 dpi with all fonts embedded or outlined. Preferred file format is PDF, however TIFF or EPS files meeting the above specs are acceptable. Please set your file size to the listed dimensions for your ad size. Ads submitted at larger dimensions will be scaled to fit. Word, Publisher, InDesign, and Quark files **will not** be accepted. Location of ad is at Editor's discretion. **All ads must be paid in advance with checks payable to the Model T Ford Club of America.** Advertising costs subject to change.

**Mail Ads To:** MTFCA, 310 North 8th Street, Richmond, IN 47374-3035  
**Email Ads To:** admin@MTFCA.com

We will not knowingly print false or misleading advertising. Using the mail to misrepresent (including advertising in periodicals), is subject to prosecution by the U.S. Postal Service. Anyone who believes they've been defrauded should notify their local postmaster and our office.