



A.R.C. RATES & POLICIES

PAYMENT. Please send in full payment with your order or ad. A.R.C. does not carry accounts; all subscriptions, ads, etc. must be prepaid (except for the 6 and 12 month display ads indicated below). Pay in U.S. funds. Checks drawn on a U.S. bank, money orders, VISA, MasterCard, American Express or Discover. Make check out to "A.R.C." Cash is OK for small amounts. Canadian payers may send a Canadian check but specify *U.S. funds*. Subscriptions will be prorated to amount sent if amount is incorrect.

FAX & E-MAIL PROCEDURES/PAYMENT. Subscriptions, book orders, classified ads, display ads, etc. are welcome by fax or our secure website. Deadlines are the same as for ads received by mail. Please calculate the amount due. Payment by credit card via our secure website or send a check or money order, state the amount being sent and that the payment is in the mail. Do not send another copy of your ad with your payment; simply indicate that it is a payment. If you want confirmation of our receipt of your fax, call immediately after sending your fax. For your protection, please no credit cards by e-mail, use our secure website only.

CHANGE OF ADDRESS. Please notify us 4 weeks in advance of a change of address. Send both your new and old addresses, and include your SUB# and effective date of your new address. Temporary address changes can be made also.

SUBMISSION OF MATERIAL. Antique Radio Classified welcomes and solicits information that pertains or relates to radio history or collecting. This may include articles, book reviews, photos, information on upcoming radio events, meetings, antique radio organizations, radio auctions, sources of old radio and restoration supplies, and other related and interesting material. All material submitted should be carefully researched, typed and accompanied by good photos, if appropriate. Computer disks are appreciated. Writing guidelines are available upon request.

PUBLISHING RIGHTS. Unless other arrangements are made: (1) All received materials (ads, articles, letters, correspondence, e-mail, photos, artwork, etc.) become the property of A.R.C., may be edited, combined with other material, published, and will not be returned. (2) For all received materials, A.R.C. is granted publishing and reprint rights in all forms of media including the monthly printed magazine, internet, etc. (3) Publication is subject to approval by A.R.C. and to time and space constraints.

MAILING OF ISSUES. U.S. subscribers can receive A.R.C. by First Class or Periodicals mail (Periodicals is the way most magazines are mailed). The mailing of First Class copies is staggered with faraway copies mailed before local copies. Non-U.S. copies are mailed on the first day. Periodicals copies are mailed on the last day. Mailing dates change each month, but mailing is usually completed by the last day of the month. First Class copies usually are received by the 5th of the month; copies by Periodicals mail, by the 10th.

DISCLAIMER. The publisher is not responsible for any buying and selling transactions incurred, or for any other use of the contents of this publication.

Antique Radio Classified subscription rates, frequency of publication, content, policies, size and ad details, and rates are subject to change at any time by A.R.C.

DISPLAY AND BUSINESS CARD ADS • DETAILS AND RATES

The deadline is the first of the month for display and business card ad artwork, payment and repeat requests.

Advertising is accepted only for early items related to radio, communication, etc. All items must be described fairly; reproductions, reprints and not-original items must be so identified. Advertisers must agree to respond promptly to inquiries and orders, to resolve problems promptly if the buyer is not satisfied, and to comply with a buyer's refund request on unaltered returned items.

Advertising must be prepaid, except as noted below; see "Payment" paragraph above for details. Late ads will be run only if space and time permit. **Originals must be the artwork size listed below.** Send all artwork via e-mail or ask us to typeset it for you. Do not send in artwork on art board or send negatives. Please call for instructions on how to send your electronic ad. If used, reverse type must be limited to 25% of the ad. If you want us to prepare your ad, include the one-time cost below for A.R.C. to make up the ad.

Add \$16.00 per photo for screening unless part of an existing electronic ad. **Do not cut or trim photos or glue photos to artwork; submit separately.**

If you are confused by these requirements and terms, please

contact A.R.C. before beginning to prepare your ad. We will be happy to advise you on your ad ideas, estimate how much the ad will cost, recommend an ad size, etc.

We assume that advertisers want all ads which are submitted to run without delay; therefore, we will run the ad and bill for any additional work required for the ad to meet these specifications. A late ad will run beginning with the next month. "Tear sheets" will be sent only for 1/16-page or larger ads and only if requested when the ad is submitted.

First business card per advertiser is at lower rate.

The 3-month rates represent about an 11% discount, the 6-month rates 23%, the 12-month rates 30%. Placement requests: add 15% but call first. Clubs: write for discount policy.

Page	ARTWORK SIZE (SEND IN THIS SIZE)		As Printed (size in magazine)		Cost for 1-month	Cost for 3-months	Cost for 6-months	Cost for 12-months	One Time to make up Ad
	H x W (inches)	H x W (inches)	H x W (inches)	H x W (inches)					
Full	7 3/4 x 4 3/4	7 3/4 x 4 3/4	7 3/4 x 4 3/4	7 3/4 x 4 3/4	\$289.00	\$769.00	\$1329.00*	\$2325.00**	\$69.00†
1/2 H	3 5/16 x 4 3/4	3 5/16 x 4 3/4	3 5/16 x 4 3/4	3 5/16 x 4 3/4	146.00	389.00	675.00*	1175.00**	37.00†
1/2 V	7 3/4 x 2 1/4	7 3/4 x 2 1/4	7 3/4 x 2 1/4	7 3/4 x 2 1/4	146.00	389.00	675.00*	1175.00**	37.00†
1/4	3 5/16 x 2 1/4	3 5/16 x 2 1/4	3 5/16 x 2 1/4	3 5/16 x 2 1/4	74.00	197.00	342.00	595.00	19.00†
1/8	1 5/8 x 2 1/4	1 5/8 x 2 1/4	1 5/8 x 2 1/4	1 5/8 x 2 1/4	38.00	101.00	177.00	305.00	9.00†
Business Card (1st)	2 x 3 3/4	1 1/4 x 2 3/8	1 1/4 x 2 3/8	1 1/4 x 2 3/8	not avail.	53.00	90.00	159.00	7.00†
Business Card (2nd....)	2 x 3 3/4	1 1/4 x 2 3/8	1 1/4 x 2 3/8	1 1/4 x 2 3/8	not avail.	68.00	118.00	205.00	7.00†

* Full & 1/2 page, 6-mos.; 1/2 due with order; 1/2 due in 3 mos. ** Full & 1/2 page, 12-mos.: 1/4 due with order; 1/4 due at 3, 6 & 9 mos. † For 6 and 12 month ads, no ad make-up charge if no change is made to ad for entire run.

E-mail: arc@antiqueradio.com

Web: www.antiqueradio.com



CLASSIFIED ADS • DETAILS AND RATES

ONE FREE 50-WORD AD for subscribers in each issue; additional words are 10¢ each. See details below. Classified ads sent by mail, fax, e-mail or by any other method must be received (not just postmarked!) by **Noon Eastern Time** on the classified ad deadline date to guarantee inclusion in the current issue. Late ads are held for the following issue. Please enclose correct payment with all ads. Cash is OK for small amounts. (Canadian and other foreign advertisers, please see "Payment" on opposite page for methods.) "Free words" cannot be accumulated from month to month; free words must be requested when ad is submitted. Free ads are OK via e-mail but for your protection, please use our secure website for longer, paid ads.

Faxed & e-mailed ads: Please see additional information on opposite page.

When including ads with other A.R.C. correspondence, write the ads on a separate piece of paper. Include SUB# with ad. Ads may be sent in advance; but, write each ad on a separate piece of paper and indicate the month (or successive months up to your subscription expiration; 12-months, maximum) you want the ad to run.

To minimize our typing errors: Please write legibly. Use both capital and small letters. Do not use a dash between words. Carefully write the following numbers and letters (especially in model numbers) since some can look alike; for example 1, l and I (the number one, the capital i and the small L.) Also: 0, O, o, Q and D; v, r and n; 6, b and G; V, U, u, v and Y; A and R; 5, S and s; 2, Z and z. We try to correct spelling errors, so when using an uncommon word or manufacturer which we might mistake as a more common word or manufacturer, note it so that we do not "correct" it. Editor's annotations are in [brackets] in ads.

Advertising is accepted only for early items related to radio, communication, etc. All items must be described fairly; reproductions, reprints and not-original items must be so identified. Advertisers must agree to respond promptly to inquiries and orders, to resolve problems promptly if the buyer is not satisfied, and to comply with a buyer's refund request on unaltered returned items.

Classified ads must have a standard heading such as WANTED, FOR SALE, FOR TRADE, FOR SALE/TRADE, SERVICES, MESSAGE, HELP, AUCTION, MEET, FREE. This heading is the only bold or all-capitalized words allowed in the ad. Capitalize only manufacturer names, model names, etc. This standard ad format makes scanning the ads easier.

Before writing your ad, please look over the ads in a recent issue of A.R.C., and try to write your ad in the same style. Full name (or company name) and address are required in all classified ads; we will add it if you forget.

The publisher reserves the right to edit ads without notification to the advertiser and to reject ads for any reason. Names other than the advertiser will be edited out of ads. Ads with non-radio-related items will be returned or edited unless the non-radio-related items are for trade of radio-related items, or they are incidental to and appear at the end of an otherwise acceptable ad. The publisher is not responsible for errors due to illegibly written ads or for any other reason. See also Publishing Rights on opposite page.

Clubs: Since club activities receive free coverage on the *Coming Radio Events* pages, the free 50 words may not be used for club activity ads. A discount on display advertising is available for clubs.

Classified Ad Rates per Month

Deadline: NOON ET- 10th of the month!

Subscribers (First Ad):

First 50 words: **FREE!**

10¢ per word for words over 50

Subscribers (Ads after first ad):

10¢ per word for all words

Non-Subscribers:

30¢ per word

Please do not forget to send in the extra 10¢ per word when your classified ad runs over the free 50 words; your payment will be appreciated, and it will help to keep A.R.C. healthy.

PHOTO & DRAWING DETAILS

**Deadline: 1st of the month
for all ads with drawings or photos!**

Drawings and photos are encouraged as the response to your ad is much larger and the reader knows better what you want or are selling. Send in your drawing or photograph, and A.R.C. will reduce it or enlarge it as needed.

Photo and Drawing Rates per Month

\$10.00 per month for each photo or drawing

(If ad is canceled, this amount cannot always be refunded.)

CHANGES & CANCELLATIONS

Please check your ads carefully before sending them in. Once ads are received, it is not always possible to refund the amount sent, pull the ad or make changes.

IMPORTANT — COUNTING WORDS — IMPORTANT

The standard headings: WANTED, FOR SALE, etc., count as one word each time used in an ad. Name, address and (one) telephone number, count as 6 words, regardless of length. Ham call letters and business name can be included in the 6 words and do not count extra. Full name (or company name) and address are required in all classified ads. Each additional word, abbreviation, model number or number group, extra telephone numbers, fax, e-mail, etc. count as one word each. Hyphenated words count as two words.

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