

THUNDER ROADS® **MICHIGAN**



2016
AD RATE CARD

THUNDER ROADS MAGAZINE OF MICHIGAN

PO Box 1782 • Midland, MI. 48641-1782
Office (989) 486-8464 • Cell (989) 615-5757 • Fax (866) 678-2423

2016 AD PRICING RATES

ALL ADS NOW IN FULL COLOR

1/8 PAGE	\$250.00 for 3 months minimum
1/16 PAGE	\$200.00 for 4 months minimum
Biker Friendly Directory (BFD)	\$250.00 for one year (includes 5 lines of text)

	MONTHLY	6 MONTH CONTRACT	ONE YEAR CONTRACT
1/4 PAGE	\$200.00	\$175.00 per month	\$150.00 per month
1/2 PAGE	\$400.00	\$375.00 per month	\$350.00 per month
Full PAGE	\$700.00	\$650.00 per month	\$600.00 per month

Premium Page Pricing Available Upon Request

OUR DESIGN STAFF CAN CREATE ANY AD FOR YOU AT THE FOLLOWING FEES

1/16 PAGE	\$30.00
1/8 PAGE	\$30.00
1/4 PAGE	\$30.00
1/2 PAGE	\$60.00
Full PAGE	\$80.00

DEADLINES

For ads DESIGNED BY US ~ the deadline for all graphics (photos, logos, etc.) and ad text is the **10TH** OF THE MONTH in which the ad is to run.

For ads that are PRINT READY ~ the deadline is the **15TH** OF THE MONTH.

All ads must be Paid in Full in advance of printing.

Thunder Roads Magazine is a monthly publication which is distributed in local bike shops, biker friendly bars and restaurants, dealerships and at events. The publication is distributed state-wide and is FREE to everyone.