Ratchet+Wrench Print Rates

AD SIZE	1X	6X	12X	18X	24X
2-Page Spread	$2,946	$2,652	$2,386	$2,148	$1,934
Full-Page	$1,473	$1,326	$1,193	$1,074	$967
2/3-page	$1,178	$1,061	$954	$859	$773
1/2-page	$958	$862	$776	$698	$628
1/3-page	$735	$662	$595	$537	$482
1/6-page	$441	$397	$357	$321	$289
1/12-page	$278	$250	$225	$203	$183

COVERS	1X	6X	12X	18X	24X
Cover 2	$1,770	$1,593	$1,672	$1,290	$1,161
Cover 3	$1,694	$1,525	$1,601	$1,235	$1,112
Cover 4	$1,849	$1,664	$1,747	$1,348	$1,213

DEADLINES:

Space close for ads is the last day of the month, two months prior to publication.

Material deadline is the 1st of the month prior to publication.

4-color gross rates.
Preferred position add 10%.

CONTRACT AND COPY CONDITIONS

a. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.

b. The Publisher reserves the right to refuse or cancel any advertisement without explanation. Upon acceptance, publication is dependent upon space availability.

c. The Publisher reserves the right to insert the word “advertisement” above any copy.

d. The Publisher assumes no financial responsibility for typographical errors in an advertisement or failure to publish any advertisement, but, if at fault, will reprint that part of the advertisement in which the error occurs, or, in the case of omission, the entire advertisement. Notification must be made within two weeks of the date of publication.

e. The Publisher’s liability for any error will not exceed the cost of the space occupied by the error.

f. In no event will the Publisher be responsible for errors or omissions if the correct copy is not supplied by the advertiser by deadline.

g. When change of copy for a contracted advertisement is not received by the closing date, copy run in previous issue will be inserted.

h. The Advertiser agrees to defend and indemnify the Publisher against any and all liability, loss or expense incurred from claims of infringement of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of Advertiser’s advertisements.

i. Advertisers and Agencies forwarding orders to the Publisher containing incorrect rates or conditions are hereby advised that the advertisement requested will be inserted and charged according to the rates and conditions in effect at the time.

j. Advertisers who have contracted for multiple insertions at discounted rates and who fail to fulfill the terms of the contract shall be liable for the entire amount discounted and reasonable collection costs.

k. Advertisements produced by the Publisher shall be its property and shall not be reproduced or used by other publications without its consent.

l. The Advertiser agrees to pay a finance charge of the maximum allowed by law on amounts past due and agrees to pay all costs (including attorney’s fees, court and collection costs) incurred by Publisher in collecting Advertiser’s past due accounts.

m. Space reservations may not be canceled after space reservation deadline.

n. In the event of any breach of the above conditions, Publisher may, in its sole discretion, require payment of advertisements in advance, refuse Advertiser’s advertisements and/or terminate any agreement it has with Advertiser.

o. Advertisers and their Agencies are jointly and severally liable for their obligations under the conditions above.