



Vintage Views Advertising 2018

The American Historic Racing Motorcycle Association is the recognized leader in classic motorcycle racing in North America, and one of the premier vintage organizations in the world. AHRMA is a member-owned non-profit association offering national and regional road racing, motocross, dirt track, cross country and observed trials competition. AHRMA also showcases "alternative" modern racing – Sound of Singles®, Battle of Twins®, and Sound of Thunder®.

AHRMA's members are among the most dedicated enthusiasts anywhere. Our members are more mature (average age 47), more affluent (32% have an income of at least \$60,000 and 24% earn over \$100,000) and better educated (41% have at least a bachelor's degree) than almost any other group in the motorcycling marketplace. We are business owners (26%), professional/technical people (22%), craftsmen (14%) and administrators/managers (11%).

Why advertise in Vintage Views?

AHRMA members invest a lot of money in their sport. In addition to owning 19 motorcycles, the average member spends over \$10,000 each year on new and used motorcycles, parts, accessories, publications, race fuel, lubricants, safety gear, tools and other related items. In other words, the associations' members represent nearly \$60 million in spending power! These are the kind of people you need to reach! Vintage Views is published 10 times per year and is the association's main link to its membership. It is professionally edited and designed in an 8.5-by-11 inch format, with 30+ pages per issue. Vintage Views contains reports on AHRMA events and other happenings in the world of vintage motorcycling, information on rules and racing, features about interesting machines and the people who race them, classified ads, and more.

There's no better place to reach the specialized vintage market!

For more information, please contact:

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2018 Vintage Views Ad Rates

AD TYPES	SIZES width x height	1x	2x	3x	10x
Black & white					
Full page	7.5" x 10.0"	\$294	\$280	\$265	\$250
1/2 page horizontal	7.5" x 4.875"	\$162	\$154	\$146	\$138
1/2 page vertical	3.625" x 10.0"	\$162	\$154	\$146	\$138
1/4 page horizontal	4.875" x 3.625"	\$91	\$87	\$82	\$77
1/4 page vertical	3.625" x 4.875"	\$91	\$87	\$82	\$77
1/8 page horizontal	3.625" x 2.3125"	\$43	\$40	\$39	\$37
1/8 page vertical	2.3125" x 3.625"	\$43	\$40	\$39	\$37
Four-Color					
Full page	7.5" x 10.0"	\$444	\$411	\$390	\$368
Rear cover	8.5" x 8.0"	\$485	\$461	\$437	\$412
1/2 page horizontal	7.5" x 4.875"	\$237	\$225	\$213	\$201
1/2 page vertical	3.625" x 10.0"	\$237	\$225	\$213	\$201
1/4 page vertical	3.625" x 4.875"	\$125	\$115	\$105	\$100

Additional Information

- Prices listed are for camera-ready ads
- Ads must be submitted in electronic format by email (up to 10mb) or mailed on a CD/DVD. Include all fonts and picture files.
- PDF/X-1a is the preferred format, however ads may be submitted as .eps, .tiff or .jpg at 300dpi minimum.
- Payments may be made by credit card, check or PayPal.
- Competition events advertised in Vintage Views must be AHRMA events. Promoters pay the 10-time rate.
- For current ad deadlines, refer to the latest copy of Vintage Views for an up-to-date schedule, or contact the communications office.