



GENERAL

Advertising Rates

SIZE	1X	6X	12X
Full Page	\$2,444	\$2,200	\$1,956
2/3 Page	\$1,809	\$1,628	\$1,447
1/2 Page	\$1,493	\$1,343	\$1,194
1/3 Page	\$1,100	\$991	\$880
1/4 Page	\$906	\$816	\$725
1/6 Page	\$660	\$595	\$528
1/12 Page	\$375	\$341	\$299
COVERS			
COVERS	1X	6X	12X
Cover 2	\$2,860	\$2,575	\$2,288
Cover 3	\$2,506	\$2,255	\$2,005
Cover 4	\$3,042	\$2,737	\$2,433

ADVERTISING INQUIRIES AND INSERTION ORDERS

Michael Slaff
Roundel Magazine
 118 Prescott St
 Reading, MA 01867
 781-944-3900 - O
 781-315-3839 - C
 Michael@131main.com

Rates are net and for color advertising. For black and white advertising, deduct 10%.

TERMS Net 30 days

ISSUE AND CLOSING DATES

- Issued monthly on the first of each month the month of the cover date
- Space closes approx. 45 days prior to the month of issue – see Space & Copy Closing Schedule for specific dates

INSERTS AND SPECIAL UNITS

Rates and specifications available upon request.

SPECIAL POSITIONS

10% additional charge

COPIES OF MAGAZINE

Advertisers receive one checking copy of the issue in which their ad appears. Bulk copies are available at publisher's cost per copy, plus shipping. *Bulk copies must be ordered prior to the space closing.*

GENERAL CONDITIONS

- A. Advertising bills to agencies with credit recognition are rendered on issue date and are due 30 days from the date of invoice. Advertising agencies are fully responsible for payments of all advertisements ordered through and/or by them.
- B. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies due and payable for advertising in *Roundel* magazine.
- C. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; (3) any testimonials contained in any advertisement submitted to and published by the publisher.
- In consideration of the publishers' acceptance of such advertisements for

publication, the agency and the advertiser will indemnify and save harmless the publisher and its sales agency against all loss, liability damage and expense of any nature arising out of the copying, printing, or publishing of its advertisement.

- D. The publisher reserves the right to change rates upon notice at any time.
- E. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time if for any reason the publisher deems the advertisement unacceptable for publication.
- F. Publisher shall not be liable for errors in key numbers or advertisers' directory.
- G. Cancellations or changes in orders may not be made by the advertiser or its agency after the space closing date.