

BLUE BERET



Magazine Rates

2020/2021

The Official Publication of the
WALLY BYAM AIRSTREAM CLUB

The Wally Byam Airstream Club is one of the oldest and largest single-branded recreational vehicle organizations in the world. A diverse membership base of over 14,000 members ranging from retirees to young families with and without children. Our members log thousands of miles from living and working full time in their Airstream to enjoying the endless adventures caravanning and visiting rallies all over the planet.

The *Blue Beret* magazine is published 9 times a year. A special Annual Membership Directory is published in February. The *Blue Beret* magazine is not published in July or December. Each issue has limited advertising space.

All members receive each issue of the *Blue Beret* magazine in print and digital format. The 9 standard issues have text and inside advertising printed on 70# satin, perfect bind, with 2 or 3 columns per page, 68 pages, 4-color process and polybagged if mailed.

Rates – Interior Run of Standard Magazine

Ad Size	1X	3X	5X	9X
Full Page	\$1,400	\$1,330	\$1,260	\$1,190
1/2 Page	\$700	\$665	\$630	\$595
1/3 Page	\$420	\$400	\$380	\$355
1/4 Page	\$350	\$330	\$315	\$295
1/8 Page	\$175	\$165	\$155	\$150
Classified Ad ¾ Column inch (approx. 35 words)				\$50
Classified Ad 1½ Column inch (approx. 65 words)				\$60

Rates – Cover Pages – Full Page

Ad Size	1X	3X	5X	9X
Back Cover	\$3,000	\$2,850	\$2,700	\$2,550
Inside Front Cover	\$2,900	\$2,755	\$2,610	\$2,465
Inside Back Cover	\$2,800	\$2,660	\$2,520	\$2,380

Dimensions – of Standard Magazine Issues

Ad Size	Width	x	Height
Full Page	7 ¼"	x	10"
Full Page with Bleed	8 ¾"		11 ¼"
1/2 Page Horizontal	7 ¼"	x	5"
1/2 Page Vertical	3 ½"	x	10"
1/3 Page Horizontal	7 ¼"	x	3 ¼"
1/3 Page Vertical	2 ¼"	x	10"
1/4 Page Horizontal	7 ¼"	x	2 ¼"
1/4 Page Vertical	3 ½"	x	5"
1/8 Page	3 ½"	x	2

Annual Membership Directory

The February issue of the *Blue Beret* magazine is our Annual Membership Directory. Members carry this with them throughout the year. The directory is a black and white newspaper print. You can advertise in the directory for the rates listed below. Ad material deadline is January 1st.

Annual Membership Directory Sizes & Rates

Black & White		
Full Page		\$700
1/2 Page		\$350
1/4 Page		\$175
1/8 Page		\$90

Premier Partner Advertising Packages

The *Blue Beret* magazine has limited Premier Partner advertising packages for those loyal Wally Byam Airstream Club supporters. These packages include additional perks such as inside front, inside back, or back cover ad placement. The digital version of the Blue Beret will include direct web links to your website. Your commitment to the Airstream Club with your Premier Partner package will also be recognized on the airstreamclub.org partner section with an additional web link to your site. In addition, at no charge, you will receive a black/white ad in the annual directory. Plus, opportunities at the Wally Byam Airstream Club International Rallies. Some restrictions apply depending on Partner Package and space.

Terms and Conditions

Publisher reserves the right to decline or reject any advertising for any reason, at any time, without liability. Publisher shall not be liable beyond the cost of advertising space for errors appearing in advertising. Advertisers and advertising agencies assume full liability for all content, including text and illustrations, of advertisements printed, and they also assume responsibility for any claims arising against the publisher and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy will be printed as submitted, subject to the publisher's approval. This policy governs all WBCCI, Wally Byam Airstream Club advertising and vendor activities including the International Rally.

Payment

Payment must accompany ad for first time advertisers. WBCCI, Wally Byam Airstream Club will bill thereafter. Payment in full is due for each issue within 30 days from date of invoice. Late payments may be charged 5% per month penalty. Past dues accounts of 90 days or more will have their ad suspended until account is paid in full.

Cancellations

All cancellations must be made in writing by the closing date and confirmed by publisher. No cancellations will be accepted after closing dates.

Artwork

All ads must be submitted electronically in **Press Ready Quality PDF files**. Photos are required to be high resolution with 300 dpi preferred. Email artwork to blueberet@airstreamclub.org.

Closing Dates

Issue	Closing/Due Date
January	November 15
March	January 15
April	February 15
May	March 15
June	April 15
August	June 15
September	July 15
October	August 15
November	September 15

For dates falling on weekends or holidays, the deadline is the next business day.

For additional information contact us at:

blueberet@airstreamclub.org or contact Deb Sailor at 937-596-5211