

ACE ADVERTISEMENT RATES

ROLLERCOASTER! is published quarterly and *ACE NEWS* is published bimonthly by the American Coaster Enthusiasts Worldwide, Inc. (ACE), a non-profit organization with over 8,000 members in more than 21 countries who share a strong and common interest in the roller coaster. ACE is devoted to riding, studying the history of, and preserving this unique and favorite amusement park ride. *ROLLERCOASTER!* and *ACE NEWS* both contain roller coaster-oriented articles, pictures and news.

*Member I.A.A.P.A.

MAGAZINE AND NEWSLETTER READERSHIP

ROLLERCOASTER! and *ACE NEWS* are read by all members of ACE plus "pass along" readers such as their family members, neighbors, visitors and business associates. ACE publications are also read by industry personnel such as marketing and buyer representatives of roller coaster manufacturing companies, and by members and executives of the IAAPA.

ROLLERCOASTER!



MECHANICAL SPECIFICATIONS

Printing of *ROLLERCOASTER!* is by web offset method. Advertisers should submit negative film, match prints or camera ready artwork, left to right read, emulsion down. Film should be supplied with emulsion side down at 133 – 150 screen tone density. Trim Size: 8 1/2 inches x 11 inches. Live Area: 7 inches x 10 inches

PROOFS

Four-color advertisements should be accompanied by chromalin or matchprint or one set of progressive proofs and color key. Publisher and printer will not accept quality responsibility when only a color key is submitted rather than a chromalin, matchprint or progressive proofs.

BLACK & WHITE DISPLAY RATES

Size	Frequency			
	1X	2X	3X	4X
Full Page 7 1/4 x 10	\$600	\$550	\$500	\$450
2/3 Page 4 7/8 x 10	\$575	\$550	\$525	\$500
1/2 Page (H/V) (v) 3 7/8 x 10 (h) 7 1/4 x 5	\$525	\$500	\$475	\$450
1/3 Page(Sq/V) (col) 2 3/8 x 10 (sq) 4 7/8 x 5	\$400	\$375	\$350	\$325
1/4 Page 3 5/8 x 4 7/8	\$375	\$350	\$300	\$275

FOUR COLOR DISPLAY RATES

Size	Frequency			
	1X	2X	3X	4X
Full Page 7 1/4 x 10	\$900	\$850	\$700	\$650
2/3 Page 4 7/8 x 10	\$675	\$650	\$625	\$600
1/2 Page (H/V) (v) 3 7/8 x 10 (h) 7 1/4 x 5	\$525	\$500	\$475	\$450
1/3 Page(Sq/V) (col) 2 3/8 x 10 (sq) 4 7/8 x 5	\$450	\$425	\$400	\$375
1/4 Page 3 5/8 x 4 7/8	\$375	\$350	\$300	\$275

SPECIAL PLACEMENTS (4 Color advertisements only)

	Frequency			
	1X	2X	3X	4X
Back Cover	\$1400	\$1300	\$1200	\$1100
Inside Cover (front or back)	\$1250	\$1150	\$1000	\$850

ADDITIONAL COSTS

Special Position add 10%
Process Colors add \$300 each color
PMS (Pantone) Match Colors add \$400 each color

BENEFITS

You get specifically targeted ad coverage to a widespread market that includes all aspects of the roller coaster industry. In addition, display advertisers will receive a copy of the *ROLLERCOASTER!* in which your ad appears — not just a tear-sheet! Finally, you get the advantage and savings from our low discounted rates!

CLOSING DATES

ROLLERCOASTER! is published and mailed in January, April, July and October. Display and classified ads are due 6 weeks before publication. Publication dates may vary — please contact *RC's* editor or advertising manager for exact deadline and release dates. *ACE NEWS* is published and mailed in January, March, May, July, September and November. Publication dates may vary — please contact *ACE NEWS's* editor or advertising manager for exact deadline and release dates.

SUPPLEMENTAL INSERTIONS

Anyone wishing to send brochures, flyers or other separate mailings through the use of our address listing may do so in the following manner. Since our address list is not for sale, we require all insertions to be sent to the editor of *ACE NEWS* one month prior to a scheduled mailing of *ACE NEWS*, ACE's newsletter. We will include your material in our mailing for \$800 per sheet of individual 8.5 x 11 sheet material; \$800 for insert and putting the flyer on the web page; \$200 for website placement only. Member discounts apply to all advertising rates. Any additional cost for complying with our mailing needs will be incurred by the advertiser. We can also print your material for you for an additional fee. For more information on this service, please call our advertising manager.

We reserve the right to edit all ads for spelling, grammar and suitability.

We cannot be held responsible for actual or content errors. Any typographical errors that may result from typesetting can be corrected by a printed retraction in the next succeeding issue of both *ROLLERCOASTER!* and *ACE NEWS*. We cannot be held responsible for any financial loss these errors may cause.

No ads will be taken over the telephone.

All material submitted becomes the property of the American Coaster Enthusiasts and cannot be returned.

Payment for advertising space in *ROLLERCOASTER!* and *ACE NEWS* are considered a donation to the American Coaster Enthusiasts, a non-profit organization. Therefore, you may be eligible for a tax deduction. Consult your accountant concerning Sub-chapter F, section 501C of the IRS code.

ACE MEMBERSHIP DISCOUNT: 10% off order total (included membership number.)
*Frequency discounts apply for one calendar year. Sizes shown are for trim ads. Add one half inch on all sides for billed ads. Any other area arrangement sold by cost per col./in. at \$10 each

**Frequency discounts for these services figured on percentage of base rate ratio.

ADVERTISING MANAGER

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