



Scootering continues to grow in popularity in the United States, and *American Scooterist* is growing too! *American Scooterist* enters its seventeenth year of publication with a wider variety of content targeted at an ever-growing market of brand-new scooterists, veteran vintage scooter collectors, and everyone in between.

No other scooter magazine compares to *American Scooterist*. VCOA members are obsessed scooterists both young and old who ride, wrench, collect, and *live* scooters, while embracing the history and design of the Vespa and the variety of scooters it inspired.

If you're seeking the attention of dedicated and affluent scooterists, you can't afford *not* to appear in *American Scooterist*. Issues are shared, talked about, cherished, and archived, becoming part of the history of scootering themselves. Best of all, your presence in *American Scooterist* supports the Vespa Club of America, the largest independent not-for-profit scooter club in the U.S., making it clear that your company is dedicated to ensuring the future of American scootering. Please join us!

Editorial Calendar:

Issue 57

Editorial/Ad placement deadline: January 31

Materials Due: February 8

Approximate street date: March 2010

Issue 58

Editorial/Ad placement deadline: May 28

Materials Due: June 4

Approximate street date: July 2010

Issue 59

Editorial/Ad placement deadline: September 30

Materials Due: October 8

Approximate street date: November 2010

Issue 60

Editorial/Ad placement deadline: January 31, 2011

Materials Due: February 8

Approximate street date: March 2011

Ad Rates & Sizes:



2-page spread \$825

bleed: 17.25 x 11.25"

trim: 17x11"



full page \$475

(back cover or inside front cover: \$450)

bleed: 8.75 x 11.25"

trim: 8.5 x 11"

(no bleed/live area: 7.5 x 10")



half horizontal \$290

bleed: 8.75 x 5.625 in

trim: 8.5 x 5.5

(no bleed/live area: 7.25 x 4.25)



half vertical \$290

bleed: 4.375 x 11.25"

trim: 4.25 x 11"

(no bleed/live area: 3.5 x 9.5")



quarter page \$175

(no bleed) 3.5 x 4.75"

For more information or to place an ad, contact:

Karen Giezyng kickstartkaren@mac.com

Materials Specifications:

American Scooterist can accept digital files in Adobe InDesign or Adobe Illustrator files, please include all fonts and linked CMYK graphics.

Files created using software not listed above can be saved as an Adobe Acrobat .pdf file. Use a press-ready profile when creating the .pdf file, and be sure 1/8" bleed area is included where applicable.

For file delivery instructions contact Emily: studio@kittendesign.com

