

ARC RATES AND POLICIES

Classified Ads

Advertising is accepted only for early items related to radio, communication, etc. All items must be described fairly; reproductions, reprints, and not-original items must be so identified. Advertisers must agree to respond promptly to inquiries and orders, to resolve problems promptly if the buyer is not satisfied, and to comply with a buyer's refund request on unaltered returned items.

The publisher reserves the right to edit ads without notification to the advertiser and to reject ads for any reason. Names other than the advertiser will be edited out of ads. Ads with non-radio-related items will be returned or edited unless the non-radio-related items are for trade of radio-related items, or they are incidental to and appear at the end of an otherwise acceptable ad. The publisher is not responsible for errors due to illegibly written ads or for any other reason.

The standard headings-WANTED, FOR SALE, etc.-count as one word each time used in the ad. Name, address, and 1 telephone number count as 6 words, regardless of length. Ham call letters and business name can be included in the 6 words and do not count extra. Full name (or company name) and address is required in all classified ads. Each additional word, abbreviation, model number, or number group, extra telephone numbers, fax, e-mail address, etc. count as one word each. Hyphenated words count as two words.

Classified ads must be received at A.R.C. by Noon Eastern time on the 10th of the month to appear in the following month's issue. For example, if we

receive your ad by May 10th, it will appear in the June issue. Late ads are held for the following issue.

Subscribers: First 50 words are free; 10c/word for extra words over 50. Subscribers may take 50 free words on only one ad each month. Free words cannot be accumulated from month to month. Non-Subscribers: 30c/word. Classified ads can contain one photograph at an no addition cost.

All Classified ads must be paid in full prior to publication.

A.R.C. is not responsible for any buying and selling transactions incurred. However, when placing an ad the advertiser agrees to respond promptly to inquiries and orders, to resolve problems promptly if the buyer is not satisfied, and to comply with a buyer's refund request on unaltered returned items.

If you have a problem with a buyer or seller, send us as much detail as possible in writing. A.R.C. will contact you after we receive your complaint.

Display & Business Card Ads

The deadline is the first of the month to appear in the following month's issue. For example, if we receive your display ad on May 1st, it will appear in the June issue. Late ads will be run only if space and time permits.

Display Advertising Costs

Prices are per ad insertion per month. All ads must be paid in full prior to publication.

Page	Size	1 Month	3 Month	6 Month	12 Month
Full	7 ¾ x 4 ¾	\$289.00	\$256.00	\$221.00	\$193.00
½ H	3 5/16 x 4 ¾	\$146.00	\$129.00	\$112.00	\$98.00
½ V	7 ¾ x 2 ¼	\$146.00	\$129.00	\$112.00	\$98.00
¼	3 5/16 x 2 ¼	\$74.00	\$66.00	\$57.00	\$50.00
1/8	1 5/8 x 2 ¼	\$38.00	\$34.00	\$30.00	\$26.00
Bus Card	2 x 3 ¾	NA	\$18.00	\$15.00	\$13.00