



ADVERTISING POLICY & RATES

This policy defines the relationship between the Porsche Club of America/Pacific Northwest Region (PCA/PNWR) and advertisers in the Porsche Spiel, the region's magazine.

PAYMENT

Ads run in the Spiel and will be invoiced monthly. The invoice will be for the month the magazine is in production. In other words, invoices sent out on May 1st will be for the June issue of the Spiel.

Advertisers that are 30 days overdue in payment will be contacted once by the Ad manager via email or phone. If no response within 5 days, the ad may be dropped from publication until arrangements for payment can be made. We appreciate your timely payment and continued business. Contact the Ad manager for any payment issues. To place a pre-paid ad for a full year - a 10% discount will apply, and for six months - a 5% discount will apply.

DEPOSIT

There will be a one-month deposit required to start an ad. This deposit will be credited to the advertiser's account and refunded after six months.

DISPLAY ADVERTISING RATES

<i>Description</i>	<i>Dimensions (inches)</i>	<i>Color/month</i>	<i>B&W/month</i>
Back Cover	8 ½ W X 11 H	\$415	--
Full Page, Inside Cover	7 ½ W X 9 ¾ H	\$387	\$190
Full Page, Centerfold	7 ½ W X 9 ¾ H	\$387	\$190
Full Page, Elsewhere	7 ½ W X 9 ¾ H	\$345	\$155
Half Page (horizontal)	7 ½ W X 4 ¾ H	\$195	\$ 95
Quarter Page (horizontal)	3 5/8 W X 4 ¾ H	\$105	\$ 60
2 Column, Half Page (vertical)	3 5/8 W X 9 ¾ H	\$195	\$ 95
1 Column, Quarter Page (vertical)	1 ¾ W X 9 ¾ H	\$105	\$ 60
Business Card-horizontal	3 5/8 W X 2 H	\$ 60	\$ 40
Business Card-vertical	1 ¾ W X 3 1/8 H	\$ 60	\$ 40

CLASSIFIED ADVERTISING RATES

An ad may be placed in the Commercial section of the Caveat Emptor (the classified section) up to 50 words in length. The cost is \$15 per month.

AD RUN SCHEDULE

Advertisements will run continuously unless special arrangements are made with the editor and ad manager in advance. Ads running non-consecutively (i.e. every other month) will be billed a surcharge of 20% for each insertion. It is the responsibility of the advertiser to notify the Ad manager to stop or change an ad.

AD COPY/FORMAT

Ads must be received by the 1st of the month preceding the month of publication, for example May 1 for the June issue. New Ads are sent to the Ad manager, who reviews the size/context and after confirmation, then sends them to the Spiel Editor. Changes to current ads may be made only every three months. Special promotions may be substituted for current Ad may be charged at an additional rate. The Spiel is sent to the printer in digital format. Ads are accepted in the following formats: jpg, tiff, png, or as a pdf. Layout, graphics and fonts are to be done prior to sending. Basic formatting and updates may be done upon request on a case-by-case basis. For additional information, please contact Ads@PNWR.org.

VERIFICATION

The Advertiser will receive, by mail, one copy of the PNWR Porsche Spiel to verify ad placement.

Thanks!
Spiel Advertising Mgr.
Ads@PNWR.org