



PNWR's Award Winning Newsletter
2nd Place Class V PCA Region 2015
3rd Place Class V PCA Region 2014
1st Place Class V PCA Region 2013
2013 PCA Betty Jo Loran Award
2007 & 2010 PCA Heinicke Award

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*. Payment is due 30 days from the end of the month of publication.

VALUE OF SPIEL TO THE ADVERTISER

PNWR readers are actively encouraged to support our advertisers by purchasing their goods and services! *Spiel* is distributed each month to 2000+ club members in your region. This makes *Spiel* the most focused and best advertising value in reaching your most valuable customer base.

PAYMENT

Ads running in *Spiel* will be invoiced monthly. The invoice will be for the month the magazine is in production. Invoices will be sent by email on the 25th of the month for the upcoming month's 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 five days, the ad may be dropped from publication until arrangements for payment can be made. We appreciate your timely payment and continued business. Please contact the *Spiel* Ad Manager if you have any comments or concerns.

PNWR *Spiel* offers a 10% discount for prepaid full year ad placements and a 5% discount for prepaid 6 month ad placements.

DISPLAY ADVERTISING SIZE REQUIREMENTS AND RATES

Ad Size Description	Dimensions (inches)	Rate/Mo.
Back Cover	8 1/2 W x 7 3/4 H	\$415
Full Page Inside Cover	7 1/2 W x 9 5/8 H	\$387
Full Page Centerfold Non-bleed	7 1/2 W x 9 5/8 H	\$387
Full Page Centerfold Bleed	8 5/8 W x 11 1/4 H	\$402
Full Page elsewhere Non-bleed	7 1/2 W x 9 5/8 H	\$345
Full Page Bleed	8 5/8 W x 11 1/4 H	\$360
Half Page (horizontal)	7 1/2 W x 4 3/4 H	\$195
Half Page (vertical)	3 5/8 W x 9 5/8 H	\$195
Quarter Page	3 5/8 W x 4 3/4 H	\$105
Business Card (horizontal only)	3 5/8 W x 2 H	\$60

PNWR *Spiel* management reserves the right to modify its ad rates from time to time for advertisers not already enrolled in either the annual or six month prepaid plans with a 60 day notice. Monthly advertisers must submit a 60 day notice of cancellation of a current ad. Prepaid ad cancellation is a 60 day notice from the renewal date.

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 Art Director and Ad Manager in advance. It is the responsibility of the advertiser to notify the Ad Manager to stop or change an ad.

AD COPY FORMAT

Ads are due preferably by the 1st of the preceding month, but will be accepted until the end of the 2nd week of the preceding month. New ads are sent to the *Spiel* Art Director and Ad Manager. Special promotions may be substituted for the current ad and 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 pdf. Layout, graphics and fonts are to be done prior to sending. On a case-by-case basis *Spiel* will work with the advertiser to create an ad or make changes to an existing ad. For additional information, please contact Ads@pnwr.org.

The *Spiel* is published in both printed and online formats. Ads will appear in both formats.

We recommend that all ads be submitted in color even if the advertiser has a black and white format, in which case we will work with the advertiser to convert their black and white ad copy to color at no additional charge.

The advertiser will receive one copy of the *Spiel* to verify ad placement. Advertisers may request additional *Spiel* copies at no additional cost. No refunds can be offered for proper ad placement.

Thanks,

Advertising Managers, Rick Shea and Ellen Thayer Ads@pnwr.org