

A MAGAZINE FOR:

The Grand Experience



2009 Concours of the Classic Car Club of America Museum

ADVERTISING RATE SHEET

Effective Date: April 1, 2009

DATE

Saturday, June 6 and Sunday, June 7, 2009

CIRCULATION

Attendance 3500

DISTRIBUTION

Given free to all attending the event.
Available throughout Kalamazoo prior to the event.

RATES

Full page	\$995	1/3 page	\$475
2/3 page	775	1/6 page	325
1/2 page	595		

SPECIAL POSITIONS

Back Cover–Double earned rate. (Includes 4-color and bleed.)
Inside Front/Inside Back Covers–Earned rate plus 25%.
Special Positions–Earned rate plus 10%.

COLOR AND INSERTS

Spot color–\$165	4-color process–\$425
PMS color–\$275	Insert rates on request

PRODUCTION CHARGES

Typesetting–\$35 minimum
Scans–\$20 each
Halftones–\$20 each
Ad design–\$70 per hour minimum

ADVERTISING DEADLINE

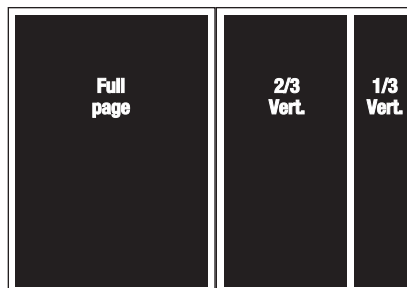
May 4, 2009

PAYMENT

Due with ad copy unless prior credit approval obtained.

SIZE OF ADS

Full page	7 1/4	x	10
2/3 vertical	4 3/4	x	10
1/2 horizontal	7 1/4	x	4 7/8
1/2 vertical	3 5/8	x	10
1/2 island	4 3/4	x	7 3/8
1/3 square	4 3/4	x	4 7/8
1/3 horizontal	7 1/4	x	3 3/8
1/3 vertical	2 1/4	x	10
1/6 horizontal	4 3/4	x	2 1/4
1/6 vertical	2 1/4	x	4 7/8



GENERAL OFFICES

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