



## CCCA Bulletin Display Advertising Rates

Rates effective 2009-2010

The *CCCA Bulletin* is the official newsletter of the Classic Car Club of America, is published eight times a year and distributed exclusively to CCCA Members. This black & white publication provides each member of the CCCA with current happenings of the club, including: President's Message, committee reports from the recent Board of Directors' Meetings, Calendar of National Events, member news and letters, and the popular classified section.

### BLACK & WHITE DISPLAY ADVERTISING RATES:

AD SIZE	FREQUENCY: 1X	2X	3 or 5X	8X (ANNUAL RATE)
1/8 page (3-5/8" wide by 2-3/8" high)	\$100.00	\$90.00	\$85.00	\$72.50* (\$578.00)
1/4 page (3-5/8" wide by 4-7/8" high)	\$175.00	\$160.00	\$150.00	\$135.00* (\$1,080.00)
1/2 page horizontal (7-1/2" wide by 4-7/8" high)	\$325.00	\$300.00	\$275.00	\$247.00* (\$1,980.00)
1/2 page vertical (3-5/8" wide by 7-1/2" high)	\$325.00	\$300.00	\$275.00	\$247.00* (\$1,980.00)
Full page (7-1/2" wide by 10-1/8" high)	\$450.00	\$435.00	\$400.00	\$360.00* (\$2,880.00)
Full page bleed (8-3/4" wide by 11-1/4" high)†	\$450.00	\$435.00	\$400.00	\$360.00* (\$2,880.00)
Full page spread (16" wide by 10" high)	\$900.00	\$870.00	\$800.00	\$720.00* (\$5,760.00)
Full page spread bleed (17-1/4" wide by 11-1/4" high)†	\$900.00	\$870.00	\$800.00	\$720.00* (\$5,760.00)

†No additional charge to page rate

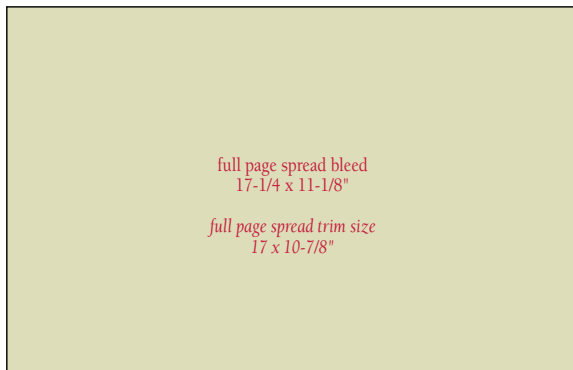
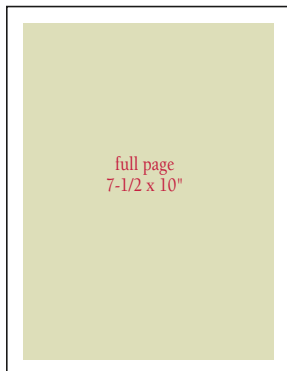
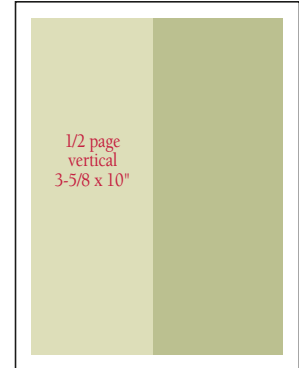
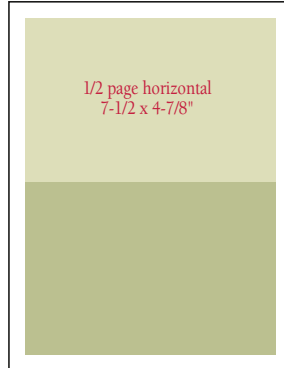
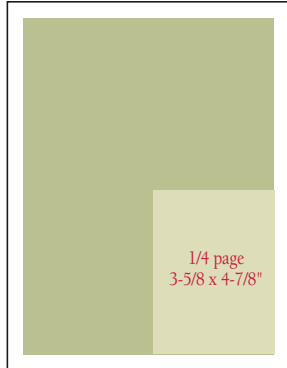
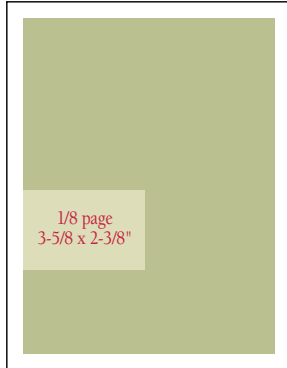
\*10% discount for an Annual Package





## CCCA Bulletin Display Advertising Sizes

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**BLEEDS FOR FULL PAGE AND FULL PAGE SPREAD:**

No additional charge to page rate.

**PREFERRED POSITIONS AVAILABLE FOR FULL PAGE ADS:**

Inside Front Cover: 10% additional to gross rate.

Inside Back Cover: 10% additional to gross rate.

Back Cover: 20% additional to gross rate.

**SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION**





# BULLETIN

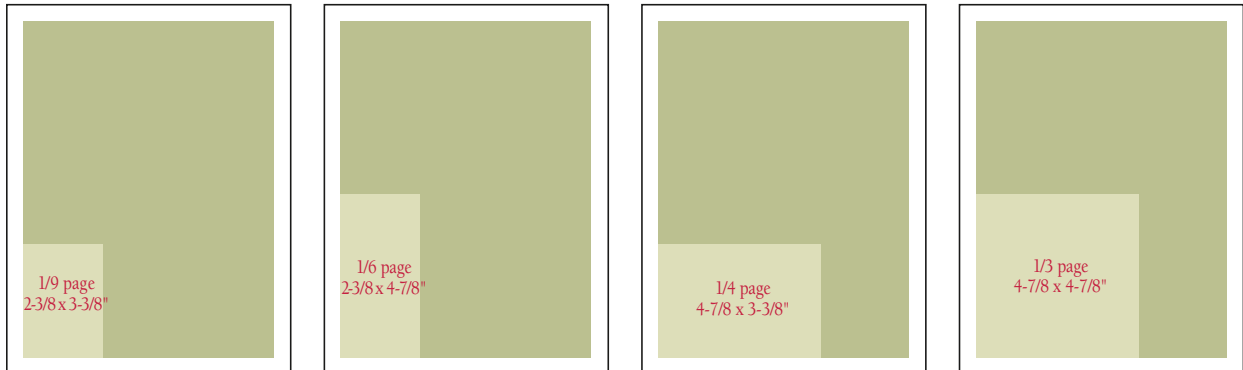
## CCCA Bulletin Display Classified Advertising Rates

Rates effective 2009-2010

### BLACK & WHITE DISPLAY CLASSIFIED ADVERTISING RATES:

AD SIZE	FREQUENCY: 1X	2X	3 or 5X	8X
1/9 page (2-3/8" wide by 3-3/8" high)	\$100.00	\$90.00	\$85.00	\$72.50*
1/6 page (2-3/8" wide by 4-7/8" high)	\$175.00	\$160.00	\$150.00	\$135.00*
1/4 (4-7/8" wide by 3-3/8" high)	\$300.00	\$285.00	\$275.00	\$247.00*
1/3 page (4-7/8" wide by 4-7/8" high)	\$450.00	\$425.00	\$400.00	\$360.00*

### BLACK & WHITE DISPLAY CLASSIFIED ADVERTISING SIZES:



**PREFERRED POSITIONS:**

We cannot guarantee any special placement requests.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION





## CCCA Bulletin Ad File Specifications

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### FILE SPECIFICATIONS:

The following file format options are acceptable for submission in both MAC and PC platforms.

- QuarkXpress® 6.5 or higher
- Adobe® InDesign® CS2 or higher
- Adobe® Illustrator® CS2 or higher
- Adobe® Photoshop® CS2 or higher
- Press Quality PDF, PDF/X-1a compliant

### Native Page Layout File

- All Linked graphics and images must be provided with the page layout file.
- All printer and screen fonts must be provided with the page layout files.
- Avoid using True Type Fonts in your page layout file. Adobe Type One or OpenType fonts are best suited for print purposes.
- Never use the style menu within the page layout application to alter a font. If a typeface is intended to be bold then the bold version of that font must be supplied.
- Always size and rotate images and graphics before using them in your page layout application.
- Images should be supplied in Grayscale at 300 ppi.
- Image files should be supplied in TIFF (.tif) format and graphics files in EPS (.eps) format.
- Page layout files should be built to the trim size of the ad. Full page bleed ads should be extended .125" past the page layout size.

### Illustrator EPS File Requirements:

- Placed images must be high resolution 300 ppi, Grayscale and saved in TIFF (.tif) or EPS (.eps) format.
- All imported graphics and fonts must be embedded.
- Convert all fonts to outlines.
- Flatten all layers.
- Save file in an EPS (.eps) format.

### Photoshop File Requirements:

- Image must be high resolution 300 ppi, Grayscale.
- Flatten all layers
- Save file in TIFF (.tif) or JPEG (.jpg) format. Do not send .psd files.

### Press Quality PDF, PDF/X-1a compliant:

- All images contained in the PDFs should be Grayscale.
- The PDFs should be Grayscale.
- All images contained within the PDFs should be created at 300ppi.
- All line art contained within the PDFs should be created at 1200-1800 ppi.
- All fonts must be embedded in the PDFs.
- The PDF ad should be created at 100% for the placement in the magazine.
- Full page bleed ads need to be created containing proper bleed (add 1/8" bleed in addition to the trim size around the entire ad).

### FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to **Amy Jo Kingery** ([amyk@mdprint.com](mailto:amyk@mdprint.com))  
The file must be under 10 Megabytes in size.
- Upload to FTP site, contact **Amy Jo Kingery** ([amyk@mdprint.com](mailto:amyk@mdprint.com)) to FTP site information
- Send files on a MAC or PC formatted CD to **Amy Jo Kingery**  
M&D Printing  
515 University Avenue  
Henry, Illinois 61537-1059

### TERMS & CONDITIONS:

#### Payment:

Check or Credit Card. Make Check payable to the Classic Car Club of America and mail to the CCCA. Credit card payments may be faxed or mailed to the CCCA:

#### Classic Car Club of America

1645 Des Plaines River Road, Suite 7, Des Plaines, IL 60018.  
Fax: 847-390-0443

#### Cancellations:

All cancellations must be submitted in writing before the corresponding issue's space close. Preferred positions are cancellable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher.

#### 2010 Publication Schedule:

The *CCCA Bulletin* is published eight months a year – January, February, April, May, July, August, October and November. Deadline for ad materials submission is 12:00 NOON (Central Time) on the 1st of the month prior to the issue in which they are to appear. The *CCCA Bulletin* is mailed the issue month. Late-arriving ads will be inserted in the next issue.

To obtain additional information on CCCA advertising rates and specifications packages visit [ClassicCarClub.org](http://ClassicCarClub.org) or contact:

**Jay Quail**, Executive Director

#### Classic Car Club of America, Inc.

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Des Plaines, Illinois 60018-2206  
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E-mail: [jQuail@ClassicCarClub.org](mailto:jQuail@ClassicCarClub.org)

