

# HANDBOOK

## CCCA Handbook Display Advertising Rates

Rates effective 2009-2010



Published annually, the CCCA *Handbook and Members Roster* is the official directory and guide of the Classic Car Club of America. This publication provides each member with current lists of all active members, cars by year, marque and body style, national events, rules & guidelines of the club and contains complete descriptions of all club awards and past recipients.

### BLACK & WHITE DISPLAY ADVERTISING RATES:

AD SIZE	FREQUENCY: 1X
1/8 page (3-5/8" wide by 2-3/8" high)	\$150.00
1/4 page (3-5/8" wide by 4-7/8" high)	\$350.00
1/2 page horizontal (7-1/2" wide by 4-7/8" high)	\$750.00
1/2 page vertical (3-5/8" wide by 10" high)	\$750.00
Full page (7-1/2" wide by 10" high)	\$1,450.00
Full page bleed (8-3/4" wide by 11-1/4" high)†	\$1,450.00
Full page spread (16" wide by 10" high)	\$2,900.00
Full page spread bleed (17-1/4" wide by 11-1/4" high)†	\$2,900.00

†No additional charge to page rate

### FULL COLOR DISPLAY ADVERTISING RATES:

AD SIZE	FREQUENCY: 1X
1/8 page (3-5/8" wide by 2-3/8" high)	\$300.00
1/4 page (3-5/8" wide by 4-7/8" high)	\$500.00
1/2 page horizontal (7-1/2" wide by 4-7/8" high)	\$900.00
1/2 page vertical (3-5/8" wide by 10" high)	\$900.00
Full page (7-1/2" wide by 10" high)	\$1,600.00
Full page bleed (8-3/4" wide by 11-1/4" high)†	\$1,600.00
Full page spread (16" wide by 10" high)	\$3,200.00
Full page spread bleed (17-1/4" wide by 11-1/4" high)†	\$3,200.00

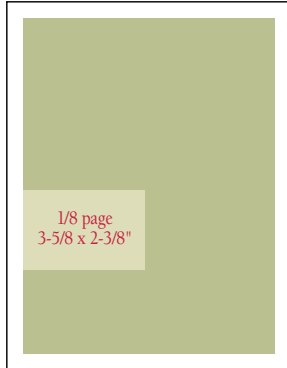
†No additional charge to page rate



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## CCCA Handbook Display Advertising Sizes

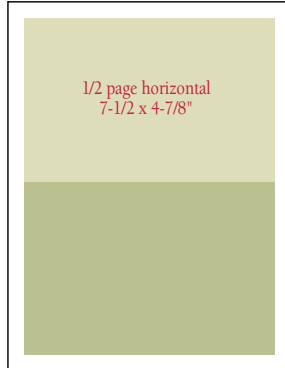
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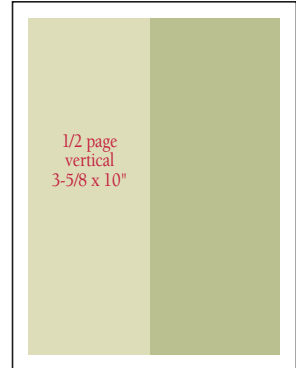
1/8 page  
3-5/8 x 2-3/8"



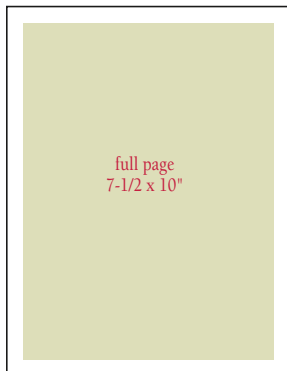
1/4 page  
3-5/8 x 4-7/8"



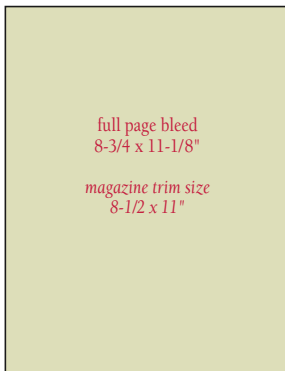
1/2 page horizontal  
7-1/2 x 4-7/8"



1/2 page  
vertical  
3-5/8 x 10"



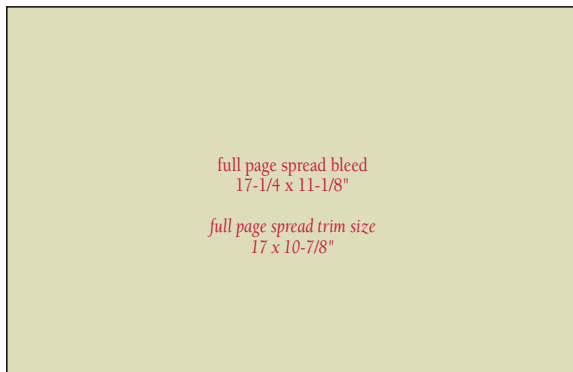
full page  
7-1/2 x 10"



full page bleed  
8-3/4 x 11-1/8"  
magazine trim size  
8-1/2 x 11"



full page spread  
16 x 10"



full page spread bleed  
17-1/4 x 11-1/8"  
full page spread trim size  
17 x 10-7/8"

**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**





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## CCCA Handbook 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 CMYK or 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, CMYK or 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, CMYK or 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 CMYK or Grayscale.
- The PDFs should be CMYK or 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 Handbook and Members Roster* is published once annually. Deadline for ad materials submission is February 1, 2010. The *CCCA Handbook and Members Roster* is mailed in March. 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)

