



CLASSICCARCLUB.ORG

ClassicCarClub.org Sponsor Advertising Rates



Sponsorship Level Print Publication and Web Advertising on ClassicCarClub.org

Sponsor level Advertising on the CCCA web site is purchased annually and requires the purchase of annual advertising in two or all three CCCA print publications, see descriptions below. The Print Ad sizes shown are the minimum purchase required for Sponsor Level Web Advertising.

Web Site Block Display Ads may run throughout the web site, or be targeted to a specific section.

SPONSOR LEVEL ADVERTISING:

LEVEL ONE SPONSORSHIP PACKAGE – WEB SITE TOWER BLOCK & FULL PAGE PRINT:	FREQUENCY: 1 YEAR
Tower Block Display Ad on <i>ClassicCarClub.org</i> †	\$1,200.00
Sponsor Level Buyers Resource Directory Listing on <i>ClassicCarClub.org</i>	\$375.00
Full Page profile with logo and photos on <i>ClassicCarClub.org</i> † ‡	\$180.00
	\$1,755.00 + print ad rate*

*Requires the purchase of Full Page Annual Advertising in all three CCCA Print Publications.
 †Discounted for Sponsor Level Advertisers
 ‡Available only to Level One Sponsors

LEVEL TWO SPONSORSHIP PACKAGE – WEB SITE DOUBLE BLOCK & FULL PAGE PRINT:	FREQUENCY: 1 YEAR
Double Block Display Ad on <i>ClassicCarClub.org</i> †	\$850.00
Sponsor Level Buyers Resource Directory Listing on <i>ClassicCarClub.org</i> †	\$375.00
	\$1,225.00 + print ad rate*

*Requires a minimum purchase of Full Page Annual Advertising in any two CCCA Print Publications.
 †Discounted for Sponsor Level Advertisers

LEVEL THREE SPONSORSHIP PACKAGE – WEB SITE SINGLE BLOCK & 1/2 PAGE PRINT:	FREQUENCY: 1 YEAR
Single Block Display Ad on <i>ClassicCarClub.org</i> †	\$650.00
Sponsor Level Buyers Resource Directory Listing on <i>ClassicCarClub.org</i> †	\$375.00
	\$1,025.00 + print ad rate*

*Requires a minimum purchase of Annual Advertising in any two CCCA Print Publications, 1/2 Page or larger, excluding the Handbook.
 †Discounted for Sponsor Level Advertisers

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION





CLASSICCARCLUB.ORG

ClassicCarClub.org Sponsor Ad File Specifications



FILE SPECIFICATIONS: Sponsor Profile Page

The total area on the Sponsor Profile Page is 750 pixels wide x 600 pixels high. The area may contain text up to 300 words, an image or a combination of text and images. When both text and images are used, the image will reduce the total amount of text that can be used.

It is recommended that your Full Business Name, Contacts, address, phone, e-mail address and website address are included.

Provide the URL information to where your profile should link, if different than your web site. If no additional link information is provided, your profile page will be linked to your web site if it is on file.

The following RGB image file formats are acceptable for submission at a resolution of 72ppi: PNG (.png), JPEG (.jpg), GIF (.gif) or SWF (Shockwave Flash). The images submitted should be 85 pixels wide x 50 pixels high or larger.

Text files may be submitted as a Microsoft Word® document or in the body of an e-mail.

If assistance is needed, please contact the CCCA webmaster at 330-657-2231.

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the CCCA Webmaster (cccawebmaster@heripassociates.com) The file must be under 10 Megabytes in size.
- Upload to FTP site, contact the CCCA Webmaster (cccawebmaster@heripassociates.com) for FTP site information.
- Send files on a MAC or PC formatted disc to the CCCA Webmaster: Herip Associates PO Box 113 Peninsula, Ohio 44264



Sponsor Profile Page Example



Sponsor Profile Page Example



Sponsor Profile Page Example

To obtain additional information on CCCA advertising rates and specifications packages, visit ClassicCarClub.org or contact:

Jay Quail, Executive Director

Classic Car Club of America, Inc.
1645 Des Plaines River Road, Suite 7
Des Plaines, Illinois 60018-2206
P: 847-390-0443 | M: 262-352-3501 | F: 847-390-7118
E-mail: jquail@ClassicCarClub.org





CLASSICCARCLUB.ORG

ClassicCarClub.org Display Advertising Rates



Print Publication and Web Advertising on ClassicCarClub.org

Advertising on the CCCA web site is purchased annually and requires the purchase of annual advertising in one or more CCCA print publications, see descriptions below. The Print Ad sizes shown are the minimum purchase required to buy web advertising.

BUYERS RESOURCE DIRECTORY LISTING RATES:

WEB SITE DIRECTORY LISTING	FREQUENCY: 1 YEAR
Standard Level Listing (up to 50 words plus phone number, e-mail and website address)	\$520.00 + print ad rate*
<i>*Requires a minimum Purchase of Annual Advertising in one or more CCCA Print Publications, 1/8 page or larger, excluding the Handbook.</i>	
Sponsor Level Listing (up to 75 words plus phone number, e-mail, website address, full color logo and a link to sponsor's web site)	\$750.00 + print ad rate*
<i>*Requires a minimum purchase of Annual Advertising in one or more CCCA Print Publications, 1/4 Page or larger, excluding the Handbook.</i>	

FULL COLOR DISPLAY ADVERTISING RATES:

WEB SITE AD SIZE	FREQUENCY: 1 YEAR
Single Block Display (180 x 200 pixels)	\$850.00 + print ad rate*
<i>*Requires a minimum Purchase of Annual Advertising in one or more CCCA Print Publications, 1/4 page or larger, excluding the Handbook.</i>	
Double Block Display (180 x 400 pixels)	\$1,250.00 + print ad rate*
<i>*Requires a minimum Purchase of Annual Advertising in one or more CCCA Print Publications, 1/2 page or larger, excluding the Handbook.</i>	
Tower Block Display (180 x 600 pixels)	\$2,400.00 + print ad rate*
<i>*Requires a Full Page Purchase of Annual Advertising in one or more CCCA Print Publications, excluding the Handbook.</i>	

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION





CLASSICCARCLUB.ORG

ClassicCarClub.org Display Ad File Specifications



FILE SPECIFICATIONS: Directory Listings

Text File Requirement

- Text files may be submitted as a Microsoft Word® document or in the body of an e-mail.

Sponsor Logo File Requirement

- Logos and other line art may be submitted in Adobe Illustrator EPS (.eps) format. Imported graphics must be embedded and all fonts converted to outlines. Otherwise, a medium to high resolution RGB image file is acceptable. The size of a sponsor logo is not to exceed a width of 180 pixels. The following RGB file formats are acceptable for submission at a resolution of 72ppi: PNG (.png), JPEG (.jpg) or GIF (.gif)

Block Display

- Single Block Display: 180 x 200 pixels, RGB image
- Double Block Display: 180 x 400 pixels, RGB image
- Tower Block Display: 180 x 600 pixels, RGB image

The following RGB file formats are acceptable for submission at a resolution of 72ppi: PNG (.png), JPEG (.jpg), GIF (.gif) or SWF (Shockwave Flash).

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the **CCCA Webmaster** (cccawebmaster@heripassociates.com)
The file must be under 10 Megabytes in size.
- Upload to FTP site, contact the **CCCA Webmaster** (cccawebmaster@heripassociates.com) for FTP site information.
- Send files on a MAC or PC formatted disc to the **CCCA Webmaster:**
Herip Associates
PO Box 113
Peninsula, Ohio 44264



Standard Directory Listing, up to 50 words



Sponsor Directory Listing, up to 75 words



Single Block Display: 180 x 200 pixels



Double Block Display: 180 x 400 pixels



Triple Block Display: 180 x 600 pixels

