

# DER VORGÄNGER

THE MAGAZINE OF THE FOUNDERS' REGION • POTOMAC, PORSCHE CLUB OF AMERICA

## 2021 ADVERTISING RATE CARD

AD SIZE	TRIM SIZE	PREPAID FOR 1 QUARTER	PREPAID FOR 2 QUARTERS	PREPAID FOR FULL YEAR
BUSINESS CARD	3.5" X 2.0"	\$242	\$459	\$869
1/4 PAGE	3.375" X 4.625"	\$544	\$1,032	\$1,955
1/3 PAGE	7.25" X 3.5"	\$604	\$1,148	\$2,174
1/2 PAGE	7.25" X 4.625"	\$936	\$1,778	\$3,370
FULL PAGE (NO BLEED)	7.75" X 10.25"	\$1,631	\$3,097	\$5,868
INSIDE FRONT COVER (BLEED)	8.25" X 10.75"	\$2,042	\$3,879	\$7,350
INSIDE BACK COVER (BLEED)	8.25" X 10.75"	\$1,896	\$3,602	\$6,825

### DEMOGRAPHICS

Monthly circulation to over 4,000 Porsche enthusiasts.

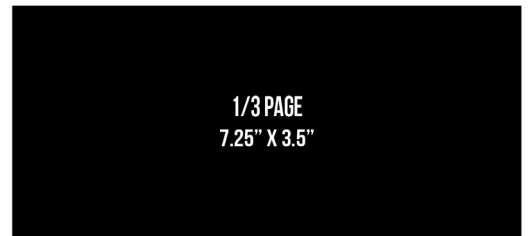
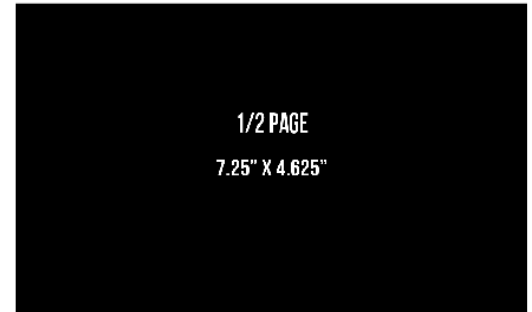
Over 1,600 registrants at track and driving events per year for Potomac.

Average 1.4 Porsches owned per member.

Nearly 50% of members have bought a new Porsche in the past 24 months.

Average Age: 56





## FILE TYPES AND DELIVERY

Submit high resolution PDF file to  
[dvdesigner@pcapotomac.org](mailto:dvdesigner@pcapotomac.org)

## FILE SPECIFICATIONS/GENERAL GUIDELINES

Include/embed all fonts and artwork

Image resolution must be 300dpi

CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK

Files must be single pages or spreads, no multipage files

## DOCUMENT SETTINGS

Ads should be built at 100% trim size.

Ads that do not bleed will be given a 1pt stroke around the ad

Bleed ads: extend bleed to 1/2" beyond trim on all sides

Keep live matter 1/4" away from either side of ad

## DESIGN SERVICES AVAILABLE

If you are unable to provide high resolution camera ready artwork, you may utilize our design service for \$100. Please email your request to: [dvdesigner@pcapotomac.org](mailto:dvdesigner@pcapotomac.org)

## TERMS

Minimum placement is one calendar quarter

Payment must be received 30 days prior to the start of the calendar quarter or within 30 days of invoice from PCA Potomac, whichever is later

5% discount for 2 quarters paid in advance and 10% discount for full year paid in advance (discounted rates shown above)

Artwork for new ads must be received 45 days before the start of a new calendar quarter

Front and Back Cover pages are sold as available. Current advertisers must remain paid ahead to hold these premium positions

## INFORMATION & BOOKING CONTACTS

Ad Placements: [dvpublisher@pcapotomac.org](mailto:dvpublisher@pcapotomac.org)

Artwork: [dvdesigner@pcapotomac.org](mailto:dvdesigner@pcapotomac.org)

Invoicing: [treasurer@pcapotomac.org](mailto:treasurer@pcapotomac.org)

To review past issues of the award-winning, Der Vorgänger magazine, please see our website at: [pcapotomac.org](http://pcapotomac.org)