



*It's not just the cars,
it's the people.*

der Vorgänger

The Monthly Magazine of the Founder's Region Potomac

Porsche Club of America

Advertising Rate Card 2014

Ad Space	Dimensions	Prepaid for 1 Quarter		Prepaid for 2 Quarters		Prepaid for Full Year	
		COLOR	B&W	COLOR	B&W	COLOR	B&W
Business Card	3.5" wide by 2.0"	\$242	\$210	\$459	\$399	\$869	\$756
1/4 Page	3.375" wide by 4.625"	\$544	\$473	\$1032	\$897	\$1955	\$1700
1/3 Page	2.166" wide by 9.5"	\$604	\$525	\$1148	\$998	\$2174	\$1890
1/2 Page	7.0" wide by 4.625"	\$936	\$814	\$1778	\$1546	\$3370	\$2930
Full Page	7.0" wide by 9.5"	\$1631	\$1418	\$3097	\$2693	\$5868	\$5103
Inside Front Cover	7.0" wide by 9.5"	\$2042	NA	\$3879	NA	\$7350	NA
Inside Back Cover	7.0" wide by 9.5"	\$1896	NA	\$3602	NA	\$6825	NA
Back Cover 1/2 Page	7.0" wide by 4.625"	\$1271	NA	\$2415	NA	\$4575	NA

Graphics files

- Advertiser provides a 300dpi image file matching the ad size as shown above
- File format may be pdf, jpeg, or png

Terms

- Minimum placement is one calendar quarter
- Payment must be received 30 days before the start of the calendar quarter
- 5% discount for 2 quarters paid in advance
- 10% Discount for full year paid in advance
- Artwork for new ads must be received 45 days before start of the calendar quarter
- Front and Back Cover pages are sold as available. Current advertisers must remain paid ahead to hold these premium positions.
- Advertisers receive free copies each month.

Demographics

- Monthly circulation to over 2500 Porsche enthusiasts plus their families & friends
- Over 1600 member track days per year at Potomac Drivers Education program events
- Average 1.4 Porsches owned per member
- Nearly 50% of members have bought a new Porsche in the past 24 months

Information and Bookings Contacts

Ad Placements - advertising@pcapotomac.org

Invoicing - treasurer@pcapotomac.org

Artwork - dvpublisher@pcapotomac.org