



*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
Business Card	3.5" wide by 2.0" high	\$210	\$399	\$756
1/4 Page	3.375" wide by 4.625" high	\$473	\$897	\$1700
1/3 Page	2.166" wide by 9.5" high	\$525	\$998	\$1890
1/2 Page	7.0" wide by 4.625" high	\$814	\$1546	\$2930
Full Page	7.0" wide by 9.5" high	\$1418	\$2693	\$5103
Inside Front Cover - <b>color</b>	7.0" wide by 9.5" high	\$2042	\$3879	\$7350
Inside Back Cover - <b>color</b>	7.0" wide by 9.5" high	\$1896	\$3602	\$6825
Back Cover 1/2 Page - <b>color</b>	7.0" wide by 4.625" high	\$1271	\$2415	\$4575

### Color advertising

- Color ads limited to inside front and back covers, and 1/2 page outside back cover.
- Minimum color booking is 2 Quarters

### 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

### 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.

### Graphics files

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

### Information and Bookings Contacts

**Ad Placements** - [advertising@pcapotomac.org](mailto:advertising@pcapotomac.org)

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

**Artwork** - [dvpublisher@pcapotomac.org](mailto:dvpublisher@pcapotomac.org)