



der Vorgänger

The Monthly Magazine of the Founder's Region Potomac
Porsche Club of America

Advertising Rate Card 2008

Ad Space	Dimensions	Prepaid for 1 Quarter	Prepaid for 2 Quarters	Prepaid for Full Year
Business Card	3.5" wide by 2.0" high	\$200	\$380	\$720
1/4 Page	3.375" wide by 4.625" high	\$450	\$855	\$1620
1/3 Page	2.166" wide by 9.5" high	\$500	\$950	\$1800
1/2 Page	7.0" wide by 4.625" high	\$775	\$1473	\$2790
Full Page	7.0" wide by 9.5" high	\$1350	\$2565	\$4860
Inside Front Cover - color	7.0" wide by 9.5" high	\$1950	\$3700	\$7000
Inside Back Cover - color	7.0" wide by 9.5" high	\$1800	\$3500	\$6500
Back Cover 1/2 Page - color	7.0" wide by 4.625" high	\$1200	\$2300	\$4300

Color advertising on inside color pages

- Limited advertising placements are available on the eight internal color pages
- Rate premium of 30% on rates above
- Minimum color booking is 2 Quarters

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 2200 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 *

* PCA National statistics

Information and Bookings Contacts

Ad Placements - advertising@pcapotomac.org

Invoicing - treasurer@pcapotomac.org

Artwork - Richard Curtis, Editor: dvedi-