

THE CLASSIC CAR

The Classic Car Magazine Display Advertising Rates

Rates effective 2009-2010



The official magazine of the Classic Car Club of America, *The Classic Car* magazine, is published four times each year. This publication provides each member of the CCCA with in-depth articles on individual cars as well as coverage of national and regional events.

BLACK & WHITE DISPLAY ADVERTISING RATES:

AD SIZE	FREQUENCY:	1X	2X	4X (ANNUAL RATE)
Full page (7-1/2" wide by 10" high)		\$1,600.00	\$1,450.00	\$1,180.00* (\$4,720.00)
Full page bleed (8-3/4" wide by 11-1/4" high)†		\$1,760.00	\$1,450.00	\$1,180.00* (\$4,720.00)
Full page spread (17" wide by 11" high)		\$3,200.00	\$2,900.00	\$2,380.00* (\$9,520.00)
Full page spread bleed (17-1/4" wide by 11-1/4" high)†		\$3,200.00	\$2,900.00	\$2,386.00* (\$9,440.00)

†No additional charge to page rate

*10% discount for an Annual Package

FULL COLOR DISPLAY ADVERTISING RATES:

AD SIZE	FREQUENCY:	1X	2X	4X (ANNUAL RATE)
Full page (7-1/2" wide by 10" high)		\$1,950.00	\$1,800.00	\$1,530.00* (\$6,120.00)
Full page bleed (8-5/8" wide by 11-1/4" high)†		\$1,950.00	\$1,800.00	\$1,530.00* (\$6,120.00)
Full page spread (17" wide by 11" high)		\$3,900.00	\$3,600.00	\$3,060.00* (\$12,240.00)
Full page spread bleed (17-1/4" wide by 11-1/4" high)†		\$3,900.00	\$3,600.00	\$3,060.00* (\$12,240.00)

†No additional charge to page rate

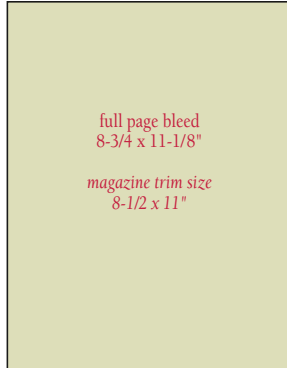
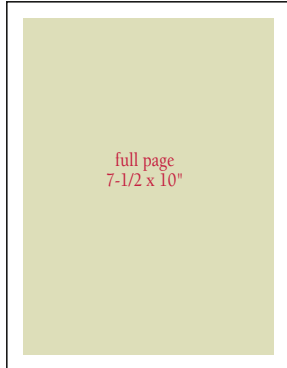
*10% discount for an Annual Package



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The Classic Car Magazine Display Advertising Sizes

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BLEEDS FOR FULL PAGE AND FULL PAGE SPREAD:

No additional charge to page rate.

PREFERRED POSITIONS AVAILABLE FOR FULL PAGE ADS:

Inside Front Cover: 10% additional to page rate.

Inside Back Cover: 10% additional to page rate.

Back Cover: 20% additional to page rate.

Note: Preferred positions are based on availability of the space and we cannot guarantee any special placement. Please call before reserving advertising space to check for availability.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION



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The Classic Car Magazine Ad File Specifications

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FILE SPECIFICATIONS:

The following file format options are acceptable for submission in both MAC and PC platforms.

- QuarkXpress® 6.5 or higher
- Adobe® InDesign® CS2 or higher
- Adobe® Illustrator® CS2 or higher
- Adobe® Photoshop® CS2 or higher
- Press Quality PDF, PDF/X-1a compliant

Native Page Layout File

- All Linked graphics and images must be provided with the page layout file.
- All printer and screen fonts must be provided with the page layout files.
- Avoid using True Type Fonts in your page layout file. Adobe Type One or OpenType fonts are best suited for print purposes.
- Never use the style menu within the page layout application to alter a font. If a typeface is intended to be bold then the bold version of that font must be supplied.
- Always size and rotate images and graphics before using them in your page layout application.
- Images should be supplied in CMYK or Grayscale at 300 ppi.
- Image files should be supplied in TIFF (.tif) format and graphics files in EPS (.eps) format.
- Page layout files should be built to the trim size of the ad. Full page bleed ads should be extended .125" past the page layout size.

Illustrator EPS File Requirements:

- Placed images must be high resolution 300 ppi, CMYK or Grayscale and saved in TIFF (.tif) or EPS (.eps) format
- All imported graphics and fonts must be embedded
- Convert all fonts to outlines
- Flatten all layers
- Save file in an EPS (.eps) format

Photoshop File Requirements:

- Image must be high resolution 300 ppi, CMYK or Grayscale.
- Flatten all layers
- Save file in TIFF (.tif) or JPEG (.jpg) format. Do not send .psd files.

Press Quality PDF, PDF/X-1a compliant:

- All images contained in the PDFs should be CMYK or Grayscale.
- The PDFs should be CMYK or Grayscale.
- All images contained within the PDFs should be created at 300ppi.
- All line art contained within the PDFs should be created at 1200-1800 ppi.
- All fonts must be embedded in the PDFs.
- The PDF ad should be created at 100% for the placement in the magazine.
- Full page bleed ads need to be created containing proper bleed (add 1/8" bleed in addition to the trim size around the entire ad).

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to **Amy Jo Kingery** (amyk@mdprint.com)
The file must be under 10 Megabytes in size.
- Upload to FTP site, contact **Amy Jo Kingery** (amyk@mdprint.com) to FTP site information.
- Send files on a MAC or PC formatted CD to:
Amy Jo Kingery
M&D Printing
515 University Avenue
Henry, Illinois 61537-1059

TERMS & CONDITIONS:

Payment:

Check or Credit Card. Make Check payable to the Classic Car Club of America and mail to the CCCA. Credit card payments may be faxed or mailed to the CCCA:

Classic Car Club of America

1645 Des Plaines River Road, Suite 7, Des Plaines, IL 60018.
Fax: 847-390-0443

Cancellations:

All cancellations must be submitted in writing before the corresponding issue's space close. Preferred positions are cancellable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher.

2010 Publication Schedule:

The Classic Car is published quarterly. Deadlines for ad materials submissions are February 1, April 30, July 30, and October 29, 2010. *The Classic Car* is mailed the issue month. Late-arriving ads will be inserted in the next issue.

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

