

PCA AMR Newsletter 2018 Advertising Rates

Rates below are effective for paid contracts initiated "today" through 15Mar2018. Rates are expected to change starting 16Mar2018. New rates will be posted at the earliest possible date.

Color Advertisements

| | 1-3 months (per month) | Quarterly 2018- Mar, Jun, Sep, Dec issues (10%off monthly rate) | 6 months- consecutive (15%off) | Annual rate (20% off) |
|----------------------|---------------------------|--|--------------------------------------|--------------------------|
| Full Page | \$99.00 | \$356.40 | \$504.90 | \$950.40 |
| 1/2 Page | \$55.00 | \$198.00 | \$280.50 | \$528.00 |
| 1/3 Page | \$45.00 | \$162.00 | \$229.50 | \$432.00 |
| 1/4 Page | \$40.00 | \$144.00 | \$204.00 | \$385.00 |
| Business Card | \$22.50 | \$81.00 | \$114.75 | \$225.00 |

B&W Advertisements

| | 1-3 months (per month) | Quarterly- Mar, Jun, Sep, Dec issues (10%off monthly) | 6 months- consecutive (15%off) | Annual rate (20% off) |
|----------------------|---------------------------|--|--------------------------------------|--------------------------|
| Full Page | \$75.00 | \$270.00 | \$382.50 | \$720.00 |
| 1/2 Page | \$40.00 | \$144.00 | \$204.00 | \$384.00 |
| 1/3 Page | \$32.00 | \$115.20 | \$163.20 | \$307.20 |
| 1/4 Page | \$28.00 | \$100.80 | \$142.80 | \$268.80 |
| Business Card | \$18.00 | \$64.80 | \$91.80 | \$172.80 |

Creation of Ad: All advertisers are responsible for providing their own ad which meets the requirements of the contracted advertising space, and delivering that ad to the Editor. AMR does not have the capability to do this for advertisers.

Placement of Ad: Placement of your ad is at the discretion of the Editor, unless specifically agreed to with the Editor. Every reasonable effort will be made to ensure your ad is not placed on the same page as a similar or competitor's ad.

Payment Schedules: 12-month/annual advertisement subscriptions may be paid in three equal payments over the first three months of the contract. The first payment must be received by the 15th of the month *prior* to the first printing, while remaining payments are due by the 1st of the second and third months. Quarterly and six-month contracts may be paid in two equal payments under the same terms as annual contracts. One to three (1-3) month advertisements must be paid in full *no later than* the 15th of the month *prior* to the printing of the ad.

Methods of Payment: Checks are preferred. For cash payments, please contact our Editor to make payment arrangements. Write all checks to "AMR-PCA" and be sure you have included your business name and identified your payment as necessary (i.e. "Pmt 1 of 3"). Submit your payment by mail to: **AMR, PO Box 64108, Colorado Springs, CO 80962, Attn: Advertising.**

ADVERTISING BONUS! If you contribute an article(s) to one of our full-length columns (minimum of 450 words), Or if your artwork/photo is used for our cover, we will post a complimentary business card color advert for you in the issue of the newsletter in which your contribution is printed (this is in addition to any regular advertising). Please see our website for details, or, contact our 2018 Editor, Matthew Ardaiz, at Editor@AMRporsche.com.

Questions, comments, concerns? Please contact our AMR Advertising Manager at [<AdManager@AMRporsche.com>](mailto:AdManager@AMRporsche.com)

AMR Advertisement Sizes with Dimensions

| | <u>Col Width</u> | <u>Width</u> | <u>Height</u> | <u>Area</u> |
|--|------------------|--------------|---------------|-------------|
| Full page, non-bleed | 3 col | 7-1/2 in | 10 in | 75.0 sq-in |
| 1/2 page horizontal | 3 col | 7/1/2 in | 4-3/4 in | 35.6 sq-in |
| 1/3 page-square | 2 col | 4-3/4 in | 4-3/4 in | 22.5 sq-in |
| 1/3 page-vertical | 1 col | 2-1/4 in | 10 in | 22.5 sq-in |
| 1/4 page | | 3-1/4 in | 4-3/4 in | 15.4 sq-in |
| "Business card" size-horizontal | | 3-1/2 in | 2 in | 7.0 sq-in |
| "Business card" size-vertical | | 2 in | 3-1/2 in | 7.0 sq-in |