

## 2010 Advertising Rates Effective January 2010

Ad Size	Width	Height	B/W		Color	
			Regular	Discount	Regular	Discount
Inside Front Cover	7 1/2"	10"	\$ 410	\$ 370	490	440
Inside Back Cover	7 1/2"	10"	330	300	395	355
Page 1 (full page only)	7 1/2"	10"	350	315	420	380
1/2 Inside Back Cover	7 1/2"	4 3/4"	210	190	250	225
2/3 Outside Back Cover (Color)	7 1/2"	7"			470	425
Full Page	7 1/2"	9 5/8"	310	280	370	335
2/3 Page	4 7/8"	9 5/8"	250	225	300	270
1/2 Page-Vertical	4 7/8"	6 1/2"	190	170	230	205
1/2 Page-Horizontal	7 1/2"	4 3/4"	190	170	230	205
1/3 Page-Vertical	2 3/8"	9 5/8"	150	135	180	160
1/3 Page- Horizontal	7 1/2"	3 1/4"	150	135	180	160
1/3 Page	4 7/8"	4 3/4"	150	135	180	160
1/4 Page	4 7/8"	3 3/4"	115	105	140	125
1/6 Page-Vertical	2 3/8"	4 3/4"	100	90	120	110
1/6 Page-Horizontal	4 7/8"	2 3/8"	100	90	120	110
Business Card	3 1/2"	2"	75	65	90	80

Rates include \$2 per month advertising membership fee. The balance of the rate is for advertising. Only BMW CCA Puget Sound Region members may advertise in the Zündfolge.

The frequency discount is approximately 10% and is available to advertisers who commit to an advertisement in eleven consecutive issues.

All ad copy must be camera ready, sized correctly, and received before the first of the month for the following month's issue. We can assist you with ad composition, for a charge, if you do not have an outside agency.

Ad files should be 350 dpi Tagged Image File Format (TIFF) for photos or 850 dpi TIFF for text only files.

If you have any questions please call Editor Lucetta Lightfoot at 206-282-2641.

Send ads to: Zündfolge, c/o Lucetta Lightfoot, PO Box 99391, Seattle, WA 98139

