

PORSCHE PANORAMA

Advertising Rate Card



PORSCHE PANORAMA

The magazine of the Porsche Club of America

PORSCHE PANORAMA is the monthly publication of the Porsche Club of America, the largest single marque automobile club in the world, with an exclusive, private circulation of approximately 61,500 copies monthly to the 60,500 members of PCA (all of whom are Porsche owners), prospective members, European Porsche clubs, Porsche dealers and distributors in the United States, Canada and Europe. Its pages are open to advertisers of quality products who wish to reach the select PORSCHE PANORAMA audience.

A full page black and white assures an interested audience of Porsche owners at a cost-per-thousand of less than \$25. With virtually no waste circulation and every reader a potential purchaser of quality products, PORSCHE PANORAMA is a smart media buy.

2012 ADVERTISING RATES

FOUR COLOR	1 Time	3 Times	6 Times	12 Times
Full page	1958	1928	1900	1869
Half page	1336	1315	1290	1269
Quarter page	717	700	683	665
Eighth page	386	375	360	348
Cover 2	2271	2241	2212	2182
Cover 3	2075	2045	2020	1990
Cover 4	2485	2454	2423	2390

BLACK & WHITE	1 Time	3 Times	6 Times	12 Times
Full page	\$1180	1156	1139	1121
Half page	645	635	622	610
Quarter page	326	320	314	307
Eighth page	172	170	167	165
Cover 2	2271	2241	2212	2182
Cover 3	2075	2045	2020	1990
Cover 4	2485	2454	2423	2390

TWO COLOR Second color \$200 per page or part page.

PAGE SPECIFICATIONS

Trim size	7 by 9 3/4 inches
Bleed size	7 3/8 by 10 1/4 inches
Live matter	6 by 8 3/4 inches
Resolution	300 dpi, 150 line screen

BLEED

No additional charge for bleeds. Consult publisher for bleed dimensions on less than full pages.

STANDARD UNIT SIZES:

Full page	6 inches wide by 8 3/4 inches deep
Half page horizontal	6 inches wide by 4 3/8 inches deep
Half page vertical	2 3/4 inches wide by 8 3/4 inches deep
Quarter page	2 3/4 inches wide by 4 3/8 inches deep
Eighth page	2 3/4 inches wide by 2 1/8 inches deep

MATERIALS

High resolution PDF files with fonts embedded preferred. InDesign CS4, QuarkXpress (up to 6.5), Illustrator, Photoshop, Mac formats acceptable.

TERMS AND FREQUENCIES

Net 30 days. A two-percent discount is offered for payment within 10 days of invoice date. Payment is required with first order. Frequency rates must be contracted prior to the first insertion. Unfilled frequency contracts incur a short rate to the next higher earned rate. Frequency discounts are not retroactive.

COMMISSIONS

Standard 15 percent commission to recognized advertising agencies. Advertising agencies are fully responsible for payments of all advertisements ordered through and/or by them. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies due and payable for advertising in PORSCHE PANORAMA. Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms of this rate card.

GENERAL CONDITIONS

All advertisements are subject to publisher's approval. The publisher reserves the right to reject or terminate any advertising at any time.

The advertiser and its agency, if there is one, each represents that it is authorized to publish the entire contents and subject matter contained in its advertisement including the names, portraits and/or pictures of living persons, any trademark, service mark or copyrighted material, any testimonials contained in any advertisement submitted to and published by the publisher.

In consideration of the publisher's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher against all loss, liability damage and expense of any nature arising out of the copying, printing or publishing of its advertisement.

The publisher reserves the right to change rates upon notice at any time. Publisher shall not be liable for copy and/or key changes unless provided with complete replacement negatives or digital files. Cancellations or changes in orders are not accepted after closing date. Positioning of ads is at the discretion of the publisher except where specific positions are contracted. Submission of advertisement constitutes acceptance of all rates and conditions set forth herein.

Ship or email all advertising materials, insertion orders, contracts, or proofs to:

PORSCHE PANORAMA
912 Lullwater Road • Atlanta, GA 30307
Tel 404/378-9823 Fax 404-377-7041
porpan@mindspring.com

