

the prancing horse

rate sheet #111



PRANCING HORSE is the international quarterly magazine of the Ferrari Club of America, providing a variety of Ferrari-related information for its membership. Issues typically include articles on the history of significant Ferraris, Ferrari meets, technical articles, Ferrari club social events, book reviews, and interviews with Ferrari collectors and dealers. Each issue is illustrated with outstanding photography.

display ad rates	1x	2x	3x	4x
back cover	\$1,390	1,340	1,285	1,225
inside cover	1090	1040	985	925
full page	725	680	630	575
half page	485	440	390	335
quarter page, color	295	280	260	235
quarter page, b&w	195	180	160	135

specified position if available: add 10%. typesetting, art, halftones, and color separations per quote

mechanical requirements	width	height
full page - live image area	7 1/4"	9 3/4"
full page - trim size	8 1/2"	11"
full page - bleed size	8 3/4"	11 1/4"
half page - live image area	7 1/4"	4 5/8"
quarter page - live image area	3 3/8"	4 5/8"

We handle most forms of electronic files.

We reserve the right to adjust material to achieve conformity with our format.

payment in full must accompany all advertising orders.

dates for material	issue	closing	release
	first quarter	december 15	february
	second quarter	march 15	may
	third quarter	june 15	august
	fourth quarter	september 15	november

frequency discounts

To earn frequency discounts, ads must run within a four issue period. Advertisers who fail to run the number of ads on which their bills were based will be short-rated and billed to the next highest rate actually earned. It is not necessary to run the same ad in each issue to earn frequency discounts. Copy changes are permitted. Multiple advertisements in the same issue do not count toward discounts.

cancelations can not be accepted after closing dates.

contract and copy regulations

The publisher reserves the right, at his sole discretion, to accept or reject any advertising copy which may be deemed objectionable.

responsibility

The advertiser assumes all responsibility for the entire content of any advertisement published for him in **prancing horse** and assumes responsibility for any claims or cost of litigation arising therefrom. All agreements are subject to strike, accidents, fire, acts of God, of other contingencies beyond the publisher's control. When no change of copy is received by the closing date, copy run previously will be used.

commissions

Recognized agencies may receive a fifteen percent (15%) commission for electronic files. No discounts are offered.

for additional information or to place an advertising order, contact:

Chris Ahlgrim
DIRECTOR OF ADVERTISING
8700 South Mount Drive
Alpharetta, GA 30022
770-552-1209
FAX 770-642-2423
CBAhlgrim@aol.com

the quarterly magazine of the **FERRARI** club of america

the prancing horse

rate sheet #111

