



## News Bulletin | advertising



NEWS BULLETIN is the monthly full-color digital news and classifieds magazine of the Ferrari Club of America. Issues will typically include a section on Ferrari vehicles, vintage Ferrari literature, or other features of particular interest to FCA members. Also included are full FCA regional and chapter event calendars and display fliers for most FCA-hosted events throughout all of North America. Our multi-sectional classified marketplace for Ferrari-related cars, products, and a wide variety of Ferrari-related features, has been the most trusted FCA resource since 1972. Each issue is designed and illustrated to the highest graphic standards.

### RATE

	1-3x	4-6x	7-9x	10-12x
full page	\$325	308	290	276
half page	177	168	158	150
quarter page	123	116	110	104
eighth page	70	66	63	59

### SPECIFICATIONS

	width	height
full page, <i>digital trim size</i>	8.5IN	11IN
full page, <i>digital bleed size</i>	8.75IN	11.25IN
full page/NON-BLEED, <i>live image area</i>	7.5IN	9.75IN
half page/HORIZONTAL, <i>live image area</i>	7.5IN	4.75IN
half page/VERTICAL, <i>live image area</i>	3.625IN	9.75IN
quarter page, <i>live image area</i>	3.625IN	4.75IN
eighth page, <i>live image area</i>	3.625IN	2.25IN

### CALENDAR

issue	commitment	ads due	full close	posting
January	Dec 1	Dec 8	Dec 10	Jan 1
February	Jan 1	Jan 8	Jan 10	Feb 1
March	Feb 1	Feb 8	Feb 10	Mar 1
April	Mar 1	Mar 8	Mar 10	Apr 1
May	Apr 1	Apr 8	Apr 10	May 1
June	May 1	May 8	May 10	Jun 1
July	Jun 1	Jun 8	Jun 10	Jul 1
August	Jul 1	Jul 8	Jul 10	Aug 1
September	Aug 1	Aug 8	Aug 10	Sep 1
October	Sep 1	Sep 8	Sep 10	Oct 1
November	Oct 1	Oct 8	Oct 10	Nov 1
December	Nov 1	Nov 8	Nov 10	Dec 1

### CONTACTS

#### sales

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### REQUIREMENTS

Ad submissions should be transferred electronically via email or public servers. Files should be sized accurately, created at a minimum of 300PPI, and saved as a flattened high-res .pdf or .tif file. Your ad will appear full-color in our online edition so please submit ads in full color. Please contact us with any questions or alternative methods prior to submission. Ads arriving in an alternate size will either be modified to fit, or rejected.

### DISCOUNTS

To earn frequency discounts, ads must run within a twelve 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's 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.

### REGULATIONS

Cancelations can't be accepted after full closing dates. 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 NEWS BULLETIN 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.

