

2011-2012 MEDIA KIT

Advertise in PAAutomotive Magazine.

**The official publication of the
Pennsylvania Automotive Association.**

The dealer's most recognized and trusted business partner for over 90 years!



Pennsylvania Automotive Association
P.O. Box 2955, Harrisburg, PA 17105

*For Details, call Mark Jewett 717-255-8311, ext.3360
sales@paa.org www.paa.org*

PAAutomotive Magazine

ADVERTISING RATES 2011-2012

Summer 2011
Fall/Winter 2011
Spring 2012

INSIDE ADVERTISING - “per issue, black & white copy” (Add \$250.00 for Full Color)

	<u>1 Issue</u>	<u>2 Issues</u>	<u>3 Issues</u>
FULL PAGE	\$1025	\$985	\$945
2/3 PAGE	\$940	\$900	\$860
1/2 PAGE	\$740	\$700	\$660
1/3 PAGE	\$680	\$640	\$600
1/4 PAGE	\$550	\$525	\$500

COVER RATES - “per issue, black & white copy” (Add \$250.00 for Full Color)

BACK COVER	\$1695
INSIDE FRONT COVER	\$1495
INSIDE BACK COVER	\$1295

MARKETPLACE “per issue black & white copy”

Classified inserts, no color, per insertion, back pages of magazine.

4 Lines of Text	\$30.00
Text With Logo	\$50.00

1-column width, 2” high max

Artwork: Camera-Ready, or Press-Ready artwork needed. Design assistance is available at \$60 per hour.

Terms: Advance payment required. Current Members of PAA received a 10% Discount on space.

PAAutomotive Magazine
1925 North Front Street, Harrisburg, PA 17102
Tel. 717-255-8311, Fax 717-255-8320
sales@paa.org

2011-12 Advertising Contract



PAAutomotive Magazine

The Official Magazine of Pennsylvania's New Car and Truck Dealers

Advertiser/Company Name: _____
Contact Person: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Tel. _____ FAX: _____ E-Mail: _____

	Ad Size/Position	B&W	4/C	Rate per Insertion
SUMMER 2011 ISSUE (Deadline 07/11/2011)	_____	_____	_____	_____
FALL/WINTER 2011 ISSUE (Deadline 10/21/2011)	_____	_____	_____	_____
SPRING 2012 ISSUE (Deadline 02/17/2012)	_____	_____	_____	_____
Total Amount \$				_____

TERMS AND CONDITIONS: All 2011-2012 Issue insertions must be prepaid by credit card, or check payable to PAA Services, Inc. Written confirmation is required for all ad placements. Contracts are for a one-year period from date first ad is placed. Cancellations will not be accepted after the space reservation deadline. Rates for advertising space and color are subject to change without prior written notice. A 10 percent discount on space is available to current members of the Pennsylvania Automotive Association. This agreement shall be binding upon the parties hereto and shall be governed by laws of the Commonwealth of Pennsylvania. In witness hereof, intending to be legally bound hereby, the parties hereto now execute this agreement the day and the year first written on this document.

PAYMENTS: Checks should be made payable to: PAA Services, Inc.

Credit Card Type: _____ Card Number: _____ exp _____
Name on Card _____
Address that Card Statement is Mailed to: _____

TOTAL AMOUNT ENCLOSED: \$ _____

INSTRUCTIONS: Please return this Contract, Payment and camera-ready materials to:
PAA Services, Inc. PAAutomotive Magazine, 1925 North Front Street, Harrisburg, PA 17102.
For additional information, contact Mark Jewett at 717-255-8311, ext. 3360, fax 717-255-8320, sales@paa.org

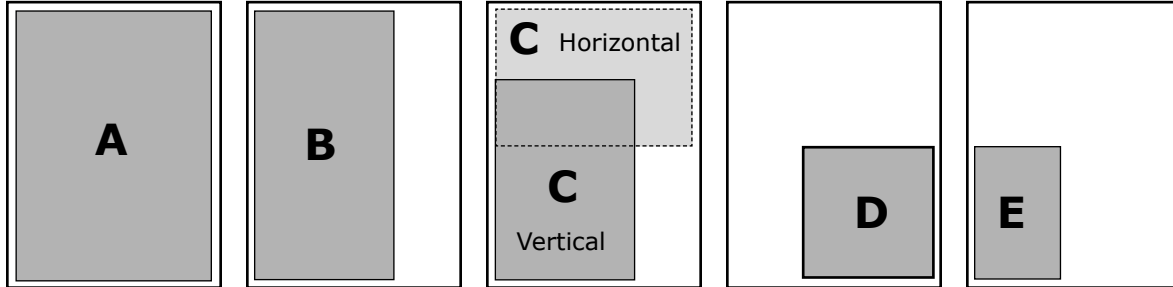
Advertiser Name and Title (please print)

Advertiser Signature

Date

MATERIAL SPECIFICATIONS

PAGE UNIT



A. FULL PAGE

Non Bleed: 8"x10-1/2"
Bleed: 9-1/2"x12"

B. TWO-THIRDS PAGE

5-1/4"x10-1/2"

C. HALF PAGE

Vertical: 5"x8"
Horizontal: 8"x5"

D. ONE-THIRD PAGE

4"x5"

E. QUARTER PAGE

3-3/4"x5"

Book Trim Size 8-1/2"x11". Please keep all live copy 1/4" inside trim all the way around the book.

MATERIAL SPECIFICATIONS

- Advertisers not meeting the material requirements will be charged for production costs incurred, including ad modifications, conversion to negatives from offset positives, color proofs and camera-ready. Ads may be e-mailed to ad sales department. Call for specifications.
- **BLACK AND WHITE AND 2-COLOR ADS**
Film negatives, one piece of film per color, right reading emulsion side down, fully composed and including registration marks if more than one color is required. SCREENS: 133-150 per inch.
- **4-COLOR ADS** - Film separations, right reading, emulsion side down, fully composed and including registration marks. SCREENS: 133-150 lines per inch. Four-color ads must be accompanied by (in order of preference): matchprint, cromalin, Fuji print, progressive proofs, color or transfer keys.

The following guidelines are for submitting digital files:

Preferred file formats

- Adobe Illustrator
- Adobe Photoshop
- Quark XPress, along with all linked scans, artwork and fonts used in file

Acceptable file formats

- Adobe Acrobat PDF
- Microsoft Publisher
- Microsoft Word
- Pagemaker

All fonts and graphics need to be included. Create your images at 300 dpi or higher. **Hard copy proof must be faxed to AD SALES at 717-255-8320** when electronic files are sent. Please call AD SALES at 717-255-8311 for additional specs or questions.

Submitting PDF ads

All PDF files (whether b/w or 4-color) need to be created using Acrobat Distiller, not Acrobat PDFWriter. Select 2400 dpi to produce a press-optimized PDF file. If 2400 dpi is not chosen, the quality of the printed piece will be compromised. It is **very** important to embed **all** the fonts used in the file.

GENERAL:

Advertiser assumes full and complete responsibility and liability for all advertising submitted, printed or published. Publisher reserves the right to reject at any time any advertising which does not reflect the standards of the publication. Publisher shall not be liable for any costs or damages if for any reason it fails to publish the advertisement. In the event of an error, the publisher may be held liable only for the amount of space in which the error occurred.

Please ship ad material to:

PAA Services, Inc.

Att: PAAutomotiveMagazine

1925 North Front Street

Harrisburg, PA 17102



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