

PORSCHE PANORAMA

The magazine of the Porsche Club of America

PORSCHE PANORAMA is the monthly publication of the Porsche Club of America, one of the largest and most prestigious single marque automobile clubs in the United States, with an exclusive, private circulation of approximately 58,000 copies monthly to the 56,500 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.

2010 ADVERTISING RATES

BLACK & WHITE

	1 Time	3 Times	6 Times	12 Times
Full page	\$1125	1102	1086	1069
Half page	616	606	594	582
Quarter page	312	306	300	294
Eighth page	165	163	160	158
Cover 2	2184	2155	2127	2099
Cover 3	2072	2044	2016	1988
Cover 4	2300	2272	2244	2217

FOUR COLOR

Full page	1883	1854	1827	1798
Half page	1285	1265	1241	1221
Quarter page	690	674	657	640
Eighth page	372	361	347	335
Cover 2	2184	2155	2127	2099
Cover 3	2072	2044	2016	1988
Cover 4	2390	2360	2330	2300

TWO COLOR

Second color \$200 per page or part page where available. Consult publisher.

BLEED

No additional charge for bleeds. Bleed size is 7 3/8 inches wide by 10 1/8 inches deep. Live matter should be held to 6 inches wide by 8 3/4 inches deep. Consult publisher for bleed dimensions on less than full pages.

INSERTS

Four-page and larger inserts, gatefolds and other special units accepted. Consult publisher for specifications and rates

TERMS

Net 30 days. A two-percent discount is offered for payment within 10 days of invoice date. Payment is required with first order.

FREQUENCIES

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. Production charges are not commissionable. Payment is due 30 days from the date of invoice. Advertising agencies are fully responsible for payments of all advertisements ordered through and/or by them.

The 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. The 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

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

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

MECHANICAL REQUIREMENTS

Trim size: 7 by 9 3/4 inches
Perfect binding, Web offset printing

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

Advertisements to be furnished as digital files (see instructions below). Advertiser to furnish hard copy proofs. Advertising preparation and composition services are available at nominal non-commissionable rates. Resolution 300 dpi, 150 line screen.

ELECTRONIC FILE FORMATS AND INSTRUCTIONS

High resolution PDF files with fonts embedded preferred. InDesign CS4, QuarkXpress (up to 6.5), Illustrator, Photoshop, Mac formats acceptable. All images and scans must be a TIFF or EPS (encapsulated postscript) file. Supply Quark “collect for output” or similar reports. Build pages to trim size and extend bleed 1/8-inch beyond page edge. On bleed pages, live matter must be held 1/2-inch away from the trim on all sides. Include all fonts, images/scans, logos/artwork. All color images/scans must be in CMYK mode. All elements must be placed at 100 percent size. Use stylized fonts and do not apply style attributes to basic fonts. Pantone colors must be in CMYK mode. Do not nest EPS files in other EPS files. Scan color and gray scale at 300 dpi or higher. Scan line art at 800 dpi or higher. Do not use Truetype fonts; use only Postscript Type 1 fonts. Media: CD-ROM or DVD.

CLOSING DATES

Closing date is the first of month preceding month of issue (i.e., January 1 for the February issue). Cancellations are not accepted after closing date. PORSCHE PANORAMA is mailed to subscribers on approximately the fifth day of the month of issue.

MAILING INSTRUCTIONS

Ship prepaid all advertising copy and materials, as well as insertion orders, contracts, proofs or requests for information to:

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