



Porsche 356 Registry Advertising Rate Card 2011

Porsche 356 Registry magazine is published bimonthly for 8,000 world-wide members of Porsche 356 Registry, Inc., a nonprofit organization of early Porsche enthusiasts. Subscribers are true enthusiasts who have an intense interest in maintaining, restoring and enjoying their cars.

Advertisers of quality products, services and other Porsche-related items will find that **Porsche 356 Registry** magazine offers a unique and very effective means to reach these motivated buyers.

Your message can also be conveyed via the internet. Links to our website are available; please contact the publishing office for more information.

Specifications

- Magazine trim size: 8.5"x 11", 76 pages, four color throughout.
- Binding: Perfect (square spine)
- Stock: 70# gloss coated inside pages
- Digital photo resolution: 300 dpi
- Two- and three-color ads are billed as 4C. **No spot PMS colors** may be used.
- Submitted advertising material must be high-resolution PDF files with fonts embedded, CMYK.
- Bleeds are no extra charge on full page ads.
- Bleeds are not available on fractional page ads.

Advertising Schedule

Issue Date	Issue Mails	Reserve Space by	Material Due
Jan / Feb	Jan. 2	Nov. 15	Dec. 1
Mar / Apr	March 1	Jan. 15	Feb. 1
May / June	May 1	March 15	April 1
July / Aug	July 1	May 15	June 1
Sept / Oct	Sept 1	July 15	Aug. 1
Nov / Dec	Nov. 1	Sept. 15	Oct. 1

Ad Rates (one insertion)

Display Ad Size	Black	Color
Full page (7-1/4" x 9-3/4")	\$700	700
1/2 page (7-1/4" x 4-3/4")	\$350	350
1/3 page (4-3/4" x 4-3/4")	\$235	250
1/4 page (3-1/2" x 4-3/4")	\$175	200
1/6 page (2-3/8" x 4-3/4") (horizontal or vertical position)	\$120	150
1/12 page (2-3/8" x 2-3/8")	\$ 65	80
Commercial classified line ad (up to 60 words)	\$ 30	

356 Registry Publishing Office

All advertising-related questions and materials should be directed to:
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