



BMW Car Club  
of America



BMW Car Club  
of America  
National Capital Chapter



**Key Contact:**

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## Media Kit and Rate Card National Capital Chapter BMW Car Club of America

Edition #1507 (July 2, 2015)



**der Bayerische Magazine**

**Publisher:** National Capital Chapter,  
BMW Car Club of America

**Editor, dB:  
Production/  
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**The BMW Car Club of America National Capital Chapter – the NCC** – is a vibrant, affluent community whose 6000+ members, friends, and ever-growing number of event attendees in the greater Washington-Baltimore metro area are **very** loyal to NCC sponsors and advertisers who become part of the NCC community.

**Why is this upscale market valuable to you?**

- With over 6,000 active members in the Baltimore-Washington metro area, the National Capital Chapter is the largest U.S chapter of the BMW CCA and the second largest BMW chapter in the world-wide network of BMW-sponsored car clubs.
- Almost 40% of BMW CCA members have purchased two or more new BMWs; 42% have purchased two or more used BMWs; 35% currently own two or more BMWs.
- 65% of BMW CCA members made aftermarket purchases in the past 12 months. Average amount spent: \$2,079.
- An estimated 60+% of NCC members have accessed the NCC's der Bayerische bimonthly full-color magazine's advertisers and NCC event sponsors.
- Over 90% of active NCC members say they are likely to buy from a NCC advertiser/sponsor over a non-advertiser.
- Almost all NCC members say "Performance" is why they own a BMW...and open their wallets to make sure their cars perform.



**National Capital Chapter Board Members**

**President:** Paul Seto  
paul.seto@nccbmwcca.org  
301.908.1928

**Vice President:** Algje Livingston  
alivingston@nccbmwcca.org  
202.498.7452

**Treasurer:** Richard Kempf  
treasurer@nccbmwcca.org  
703.304.7950

**Secretary:** Gina Hector  
secretary@nccbmwcca.org

**When you direct your advertising dollars to the BMW CCA National Capital Chapter**, you leverage the dollars that the BMW Car Club of America and BMW NA both commit to the Chapter's success. Your ad dollars generate repeat business, word-of-mouth recommendations, and continuing income from NCC members and friends who invest in your products and services.

**As a NCC advertiser and sponsor, you have several options to reach this affluent prestige market.**

- Appearing in the NCC's full-color magazine, der Bayerische,
- Presenting your products and services on the Chapter's web site, [www.nccbmwcca.org](http://www.nccbmwcca.org), and
- Promoting your brand at Chapter sporting and member events.



# Advertising and Sponsorship Opportunities for 2015\*

## July, 2015

07/02/2015 - July NoVa Social - BJ's Restaurant & Brewhouse  
07/05/2015 - NCC Autocross Points Event #3 - FedEx Field  
07/08/2015 - July Board Meeting/Social - Brio Tuscan Grille, Rockville, MD  
07/09/2015 - July Columbia Social - Greene Turtle Hanover  
07/11/2015 - NCC Autocross Novice School #2 - Bowie Baysox Stadium  
07/12/2015 - NCC Roundel Karting 2015  
07/16/2015 - 07/19/2015 - Pittsburgh Vintage Grand Prix  
07/16/2015 - July MoCo Social - Pizza CS, Rockville, MD  
07/18/2015 - ///M Club Day Driving School @ the BMW Performance Center  
07/19/2015 - 2015 NCC Golf Outing  
07/25/2015 - Cheesesteak Run III

## August, 2015

08/01/2015 - NCC Autocross Points Event #4 - FedEx Field  
08/01/2015 - BMW CCA Cars & Coffee @ FedEx Field  
08/01/2015 - Summer 2015 New Member Reception  
08/12/2015 - Aug Board Meeting/Social - Brio Tuscan Grille, Rockville, MD  
08/13/2015 - Aug Columbia Social - Greene Turtle Hanover  
08/13/2015 - 08/17/2015 - Spring Tour 2015: Biltmore and Tail of the Dragon  
08/22/2015 - 08/23/2015 - VIR TUDOR Corral  
08/22/2015 - 08/23/2015 - Augustoberfest  
08/29/2015 - NCC Crab Feast

## September, 2015

09/05/2015 - NCC Autocross Points Event #5 -Regency Furniture Stadium  
09/13/2015 - NCC Roundel Karting 2015  
09/19/2015 - DIY @ BMW of Annapolis  
09/21/2015 - 09/26/2015 - 46th Annual Oktoberfest (Galloway, NJ)  
09/23/2015 - NCC Roundel Karting 2015

## October, 2015

10/03/2015 - BMW CCA Cars & Coffee @ BMW of Sterling  
10/03/2015 - DIY @ BMW of Sterling  
10/10/2015 - NCC Autocross Points Event #6 - Regency Furniture Stadium  
10/11/2015 - NCC Roundel Karting / SK League Qualifying #1  
10/16/2015 - 10/18/2015 - NCC October 2015 Summit Point Shenandoah HPDE  
10/17/2015 - Rockville Antique and Classic Car Show  
10/24/2015 - ///M Club Day Driving School @ the BMW Performance Center  
10/25/2015 - NCC Karting School / SK League Qualifying #2

## August, 2016

08/22/2016 - 08/27/2016 - 47th Annual Oktoberfest (Monterey, CA)

(\* ) Some events are NOT sponsored by the National Capital Chapter BMW Car Club of America. This is only a partial list of sponsor and advertising opportunities. Be sure to visit the NCC website often, at [www.nccbmwcca.org](http://www.nccbmwcca.org), for the latest updates!

# Advertising and Sponsorship Rates



derBayerische Advertising Rates and Ad Specifications are specified on the last two pages of this Rate Card. Discounts are available for multi-month and yearly commitments.

The NCC website: [www.nccbmwcca.org](http://www.nccbmwcca.org)

## NCC Website Advertising Rates

Size	Price
	\$20-100 per month (image supplied)
Varies	Additional Pricing information available on following page.

## NCC Event Sponsorships

Companies wanting to reach the lucrative BMW NCC market have 9 exceptional opportunities to become Chapter sponsors. Rates for these events are very attractive; contact us for details.

<b>Autocross</b>	An event that emphasizes car control and performance handling at lower speeds.
<b>Concours</b>	An event where members gather to have their cars judged by their condition, appearance, and cleanliness.
<b>DIY – Do It Yourself</b>	An event where members learn and practice proper maintenance and repair techniques by working on cars under the supervision of expert mechanics and technicians.
<b>Drivers Schools</b>	An event at a race track where members develop and hone car-control skills to produce the most proficient drivers possible.
<b>Karting</b>	An event where members participate in Go Kart Racing in a controlled and friendly environment.
<b>M Club Day</b>	An event at the BMW Performance Center in Spartanburg, SC where members Drive M model cars with instruction to optimize the car's attitude to the conditions and road at hand. Allowing members to become smoother drivers while decreasing reaction times.
<b>Street Survival</b>	An event where qualified instructors teach students some of the basics of car control, to enhance their enjoyment of driving and to improve their competence as drivers.
<b>Tours</b>	An event where members travel a pre-planned route that minimizes highway travel and maximizes the beauty and fun of back roads that are the heart of BMW.

## Special Combination Packages

The NCC offers companies special dollar-stretching 2-for-1 advertising opportunities for simultaneously promoting their brands, products, and services in der Bayerische magazine, on the web, and at special NCC events. Contact us for details.

## GENERAL CONDITIONS:

A. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; (3) any testimonials contained in any advertisement submitted to and published by the publisher. In consideration of the publishers' acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher and its sales agency against all loss, liability damage and expense of any nature arising out of the copying, printing, or publishing of its advertisement.

B. The publisher reserves the right to change rates upon notice at any time.

C. All contents of advertisements, banners, and the like are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time if for any reason the publisher deems the advertisement unacceptable for publication.

D. Publisher shall not be liable for errors in key numbers or advertisers' directory.

E. Cancellations or changes in orders may not be made by the advertiser or its agency after the space closing date.

F. Closing date for receipt of all advertising copy is dependent on publication date.

# Advertising and Sponsorship Rates



The NCC website: [www.nccbmwcca.org](http://www.nccbmwcca.org)

## NCC Website Advertising Rates

Size	Price
Platinum Package (NOT CURRENTLY AVAILABLE)	\$100 per month (image supplied) Includes Banner Ad (Top), Banner Ad (Right Column), And Forum Section Sponsorship
Gold Package (NOT CURRENTLY AVAILABLE)	\$85 per month (image supplied) Includes Banner Ad (Left Column) and Forum Section Sponsorship
Silver Package	\$45 per month (image supplied) Includes Banner Ad (Right Column) and Forum Section Sponsorship
Main Site Banner Ad (Top) (NOT CURRENTLY AVAILABLE)	\$75 per month (image supplied) Only 1 Available
Main Site Banner Ad (Left Column) (NOT CURRENTLY AVAILABLE)	\$75 per month (image supplied) Only 1 Available Size 250x400 Pixels
Main Site Banner Ad (Right Column)	\$30 per month (image supplied) Size 150x70 Pixels
Forum Section Sponsorship (Does not include benefits below)	\$20 per month (image supplied) Size Approx. 400x40 Pixels
Email Communication Banner Ad sent to over 12000 members and friends of the club (Left Column)	\$20 per month (image supplied) Size Approx 250x400 Pixels

## GENERAL CONDITIONS FOR WEBSITE ADVERTISEMENTS:

A. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; (3) any testimonials contained in any advertisement submitted to and published by the publisher. In consideration of the publishers' acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher and its sales agency against all loss, liability damage and expense of any nature arising out of the copying, printing, or publishing of its advertisement.

B. The publisher reserves the right to change rates upon notice at any time.

C. All contents of advertisements, banners, and the like are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time if for any reason the publisher deems the advertisement unacceptable for publication.

D. Publisher shall not be liable for errors in key numbers or advertisers' directory.

E. Cancellations or changes in orders may not be made by the advertiser or its agency after the space closing date.

F. Twelve month full prepayment required for all advertisements and packages.

G. Commercial Posts within the forum on [www.nccbmwcca.org](http://www.nccbmwcca.org) requires Platinum, Gold, or Silver Sponsorship, or Forum Section Sponsorship.

H. Shorter Contracts may be available (Inquire for rates)

## Packages and Banner Ads Include:

1. Banner Ad added to list of Sponsors on Main Website Page or in corresponding location if premium ad placement is purchased (i.e. Top or Left Column).
2. Company Logo and information listed under Sponsors Page with hyperlink to Company's Website.
3. Name of Company included on all communication emails to members (Emails sent biweekly to our list of 12000+ members and friends of the club).



## Advertising Order Form

NCCBMWCCA.ORG

<b>Advertisement</b> (Check one)	<b>Rate per Insertion</b> (1-Month Exposure)	<b>Annual Fees</b> (12-Month Exposure)	<b>Semi-Annual Fees</b> (6 to 11-Month Exposure)
<b>Platinum Package</b>	<b>\$100</b>	<input type="checkbox"/> <b>\$1200</b>	<b>Inquire for Price</b>
<b>Gold Package</b>	<b>\$85</b>	<input type="checkbox"/> <b>\$1020</b>	<b>Inquire for Price</b>
<b>Silver Package</b>	<b>\$45</b>	<input type="checkbox"/> <b>\$540</b>	<b>Inquire for Price</b>
<b>Main Site Banner</b> Ad (top)	<b>\$75</b>	<input type="checkbox"/> <b>\$900</b>	<b>Inquire for Price</b>
<b>Main Site Banner Ad</b> (Left Column)	<b>\$75</b>	<input type="checkbox"/> <b>\$900</b>	<b>Inquire for Price</b>
<b>Main Site Banner</b> Ad (Right Column)	<b>\$30</b>	<input type="checkbox"/> <b>\$360</b>	<b>Inquire for Price</b>
<b>Forum Section Sponsorship</b>	<b>\$20</b>	<input type="checkbox"/> <b>\$240</b>	<b>Inquire for Price</b>
<b>Email Communication Banner Ad</b> (Left Column)	<b>\$20</b>	<input type="checkbox"/> <b>\$240</b>	<b>Inquire for Price</b>

**Total Fee:** \_\_\_\_\_

### Full Prepayment Required for All Advertisements

#### Payment Terms

Please send completed Order Form to the NCC BMW CCA Advertising Manager at the address shown below. The Ad Manager will confirm the receipt and invoice prior to the ad placement.

Steven Lim  
Advertising Manager/  
Business Development Director  
db-advertising@nccbmwcca.org

NCC BMW CCA  
P.O. Box 685  
Arlington, VA 22216

**BMW Car Club  
of America**  
National Capital Chapter





# der Bayerische

## Advertising Rates and Ad Specifications

Bi-Monthly Magazine

(Trim size 8.375" x 10.75")

Ad Size	Width	Height	Rate per Insertion (2-Month Exposure)	Annual Fees (6 Issues)
<b>Back Cover</b>	7.5"	7.75"	\$650	\$3,900
(with bleeds)	8.375" (+ .125" bleed on all sides)	8.25" (+ .125" bleed on all sides)		
<b>Full Page</b>	7.5"	9.75"	\$550	\$3,300
(with bleeds)	8.375" (+ .125" bleed on all sides)	10.75" (+ .125" bleed on all sides)		
<b>Full Page - Inside Cover</b>	7.5"	9.75"	\$650	\$3,900
<b>Half Page</b>	7.5"	4.75"	\$400	\$2,400
<b>One-Third Page</b>	2.312"	9.75"	\$300	\$1,800
<b>Quarter Page</b>	3.625"	4.75"	\$225	\$1,350
<b>Business Card Size</b>	3.5"	2.0"	\$110	\$660

Classified Ads		
Commercial		\$30 per issue
Personal, non-members		\$15 per issue

### Circulation

Over 5,500 BMW owners and enthusiasts in the greater Washington D.C. Metropolitan area, including Northern Virginia, and the entire state of Maryland.

Artwork must be submitted by the 21st of the odd-numbered months for inclusion in the following issue of *der Bayerische*.

Month of Publication	Ad Artwork and Copy Due Date
Jan/Feb	November 21st
Mar/Apr	January 21st
May/June	March 21st
July/Aug	May 21st
Sept/Oct	July 21st
Nov/Dec	September 21st

### Payments

Please send your payment with the completed agreement to the NCC advertising manager at the NCC P.O. Box address. You will receive a completed invoice for your records.

All payments are due with artwork submission deadline for the issue of publication. Missing payment deadlines may forfeit your ad placement for that issue of *der Bayerische*.

### Artwork Submission

Please submit your contact information, name and phone number along with your copy and artwork if submitting separate from your payment.

### Electronic Art

EPS, JPG, TIFF and PDF files are preferred. Images should be supplied at 300 dpi. Bitmap images should be supplied at 1200 dpi. Rule weights of not less than .5 point reproduce best. Rules that knock out to white reproduce best if not less than 1 point. Highlights should be no less than 3% and shadows no more than 93%. All fonts must be outlined (EPS) or embedded. Make sure files are flattened and not layered. All color ads must be converted to CMYK. QuarkXPress (Mac) documents are accepted. You must include all document fonts and placed graphics and a PDF proof of the ad.

Email large files stuffed to [db-production@nccbmwcca.org](mailto:db-production@nccbmwcca.org) or mail to the address below:

*der Bayerische*  
c/o Raine Mantysalo  
132 Bittinger Court  
Martinsburg, WV 25405

Please send the confirmation of your ad publishing dates to [db-advertising@nccbmwcca.org](mailto:db-advertising@nccbmwcca.org) and [db-production@nccbmwcca.org](mailto:db-production@nccbmwcca.org)



Steven Lim  
Advertising Manager/  
Business Development Director  
[db-advertising@nccbmwcca.org](mailto:db-advertising@nccbmwcca.org)

NCC BMW CCA  
P.O. Box 685  
Arlington, VA 22216



## Advertising Order Form

### Bi-Monthly Magazine

Advertisement (Check one)	Rate per Insertion (2-Month Exposure)	Annual Fees (6 Issues)
<b>Full Page Premium Placement</b>	<input type="checkbox"/> \$650	<input type="checkbox"/> \$3,900
<b>Full Page</b>	<input type="checkbox"/> \$550	<input type="checkbox"/> \$3,300
<b>Half Page</b>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$2,400
<b>One-Third Page</b>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1,800
<b>Quarter Page</b>	<input type="checkbox"/> \$225	<input type="checkbox"/> \$1,350
<b>Business Card Size</b>	<input type="checkbox"/> \$110	<input type="checkbox"/> \$660
<b>Classified Ads</b>	<input type="checkbox"/> Commercial	\$30 per issue
<b>Classified Ads</b>	<input type="checkbox"/> Personal, non-members	\$15 per issue

**Insertions** (Check all that apply)

- Full Year** (10% discount for one-year term paid in advance)
- January/February**
- March/April**
- May/June**
- July/August**
- September/October**
- November/December**

**Total Fee:** \_\_\_\_\_

**Submission Deadlines**

Month of Publication	Ad Artwork and Copy Due Date
Jan/Feb	November 21st
Mar/Apr	January 21st
May/June	March 21st
July/Aug	May 21st
Sept/Oct	July 21st
Nov/Dec	September 21st



**Payment Terms**

Please send completed Order Form to the *der Bayerische* Advertising Manager to the address shown on the right. The Ad Manager will confirm the receipt and invoice when the first ad appears.

Steven Lim  
 Advertising Manager/  
 Business Development Director  
 db-advertising@nccbmwcca.org

NCC BMW CCA  
 P.O. Box 685  
 Arlington, VA 22216