

# der Bayerische

## Advertising Rates and Ad Specifications

Bi-Monthly Magazine

(Trim size 8.375" x 10.75")

| Ad Size                         | Width                               | Height                              | Rate per Insertion<br>(2-Month Exposure) | Annual Fees<br>(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                     |

|                       |                       |                |
|-----------------------|-----------------------|----------------|
| <b>Classified Ads</b> | 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 14th 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 14th                |
| Mar/Apr              | January 14th                 |
| May/June             | March 14th                   |
| July/Aug             | May 14th                     |
| Sept/Oct             | July 14th                    |
| Nov/Dec              | September 14th               |

### 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.

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)



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