

THE NNE NEWSLETTER

THE CONSOLIDATED NEWSLETTER OF
THE NORTHERN NEW ENGLAND CHAPTERS OF THE BMW CCA

Advertising
specs | rate schedule | contract

THE NNE NEWSLETTER is published every three months - currently 20 pages, 8.5" x 11", USPS First Class delivery. It is distributed to all NNE members - approx. 900, primarily in New Hampshire, Vermont and Maine [1]. Additionally, it is distributed to all its advertising sponsors and is regularly made available to their often broad clientele base, in waiting rooms, lobbies, etc. It is also distributed at various public events such as car shows etc.

The newsletter contains a wide range of interesting content, including club news items, event coverage, tech columns, product information, educational and human interest articles, personal stories, classifieds and more. Club members value the support of the newsletter's advertisers and with exposure to your ad, could easily become a significant segment of your customer base.

[1] - Current demographics by zip code, available upon request.



White Mountain Chapter
BMW Car Club of America
P.O. Box 304
Londonderry, NH 03053

Ad Specs & Rate Schedule

NOT ALL OPTIONS LISTED BELOW MAY BE AVAILABLE - CONFIRM AVAILABILITY WITH THE WMC ADVERTISING MANAGER

✓ Ad Type	Size Dimensions	Page No. / Placement	1 Edition	2 Editions	4 Editions
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
full page <small>(full bleed)</small>	11.25" high ^[2] x 8.75" wide ^[2]	2 / inside front cover fixed pl.	\$415	\$690	\$1200
half page <small>(NOT full bleed)</small>	4.75" high x 7.5" wide	2 / inside front cover fixed pl.	\$210	\$350	\$600
full page <small>(full bleed)</small>	11.25" high ^[2] x 8.75" wide ^[2]	19 / inside back cover fixed pl.	\$415	\$690	\$1200
half page <small>(NOT full bleed)</small>	4.75" high x 7.5" wide	20 / back cover fixed pl.	\$240	\$400	\$670
full page <small>(full bleed)</small>	11.25" high ^[2] x 8.75" wide ^[2]	variable	\$350	\$580	\$960
half page <small>(NOT full bleed)</small>	4.75" high x 7.5" wide	variable	\$175	\$290	\$480
quarter page	4.75" high x 3.75" wide	variable	\$85	\$150	\$240
business card - (-1/8 page)	~2.25" high x 3.75" wide	variable	\$45	\$75	\$120
"custom / special" ^[3]	_____ high x _____ wide ^[3]				

[2] - Dimensions for full page ads include 1/8" bleed on all four edges. If you don't understand this, inform the ad manager.

[3] - For customized options, contact the ad manager.

Conditions

Payment Terms: All ads must be fully pre-paid. Payment due with signed contract; make checks payable to: *White Mountain Chapter, BMW CCA*

Copy Requirements: All ads must be in electronic file format (jpeg, tiff or pdf only) and sent to the WMC Advertising Manager for preliminary approval. Ads can be submitted via e.mail, other mutually acceptable file transfer method or on disk by postal mail.

Ad resolution should be at least 200 ppi (300 ppi preferred) at final print dimensions. Preferred color mode is CMYK. (RGB will be converted to CMYK). Exact color reproduction in print can not be guaranteed. If you don't understand this paragraph, inform the ad manager.

Ads must also be "production ready", requiring no re-work. Non-typical orientation (i.e. turned sideways, backwards or at odd angles) is discouraged. Ad editing and design services are available at nominal rates from the newsletter's publisher, *mjc.design.works, LLC.*
info@mjcdesignworks.com

Contract

In the table above, check mark the desired ad and number of editions the ad is to run. *Confirm availability of desired ad with the WMC Advertising Manager.* Fill in required information at right and submit this signed contract along with payment to the WMC Advertising Manager at the address listed above.

This contract will not be in affect until final approval is acknowledged by the WMC Advertising Manager.

Once accepted and approved, ad will start running in the next scheduled publication edition. See schedule at right.

The WMC Board of Directors reserves the right to change rates upon notice at any time.

All ad copy content is subject to publisher's approval. Publisher reserves right to reject any ad, if for any reason the publisher deems the ad unacceptable for publication. Ads may be changed during the effective contract period. Change requests from the advertiser must be submitted to, and approved by, the WMC Advertising Manager.

Publication Schedule

publication edition	submission deadline for ad copy	delivery date target ^[4]
1. Jan - Mar	December 1	February 1
2. Apr - Jun	March 1	May 1
3. Jul - Sep	June 1	August 1
4. Oct - Dec	September 1	November 1

[4] - Date is approx. and not guaranteed, contact ad manager for more info.

Advertiser's Contact Info

Business Name, Address, Contact Person, Phone and e.mail (please print clearly)

Availability Confirmed (date) _____

Payment Amount _____

Payment Check No. _____

Advertiser's Signature _____ Date _____

Address all inquiries to the WMC Advertising Manager:
advertising@whitemtn-bmwclub.org

Final Edition
Ad Will Run

WMC Advertising Manager's Signature

Contract Approval Date