



**White Mountain Chapter  
BMW Car Club of America**  
PMB 175  
855 Hanover Street  
Manchester, NH 03104-5419  
[www.whitemtn-bmwclub.org](http://www.whitemtn-bmwclub.org)

# the Profile Newsletter

## Advertising Contract & Rate Schedule

The *Profile* newsletter is published every two months - currently 16 pages (~8.5"x11"), full (four) color process (except pages 3-14 which are black & white), coated matte 70# stock, saddle stitch bound, *USPS Presort Standard* delivery. It is mailed to all chapter members (approx. 700, primarily in New Hampshire and northern New England\*). 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.

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. Chapter members value the support of the *Profile's* advertisers and with exposure to your ad, could easily become a significant segment of your customer base.

\* / Current demographics by zip code, available upon request from the WMC Marketing Director.

### Ad Specs & Rate Schedule

to select a desired ad for 1, 3 or 6 consecutive issues, clearly check the appropriate rate box

Confirm ad space availability with WMC Marketing Director; "grayed-out" indicates ad space not currently available

ad type	color format	size dimensions	page number & location	1 issue	3 issues	6 issues
full page	full color	10.5"h x 8.0"w	2 inside front cover	<input type="checkbox"/> \$415	<input type="checkbox"/> \$1,037	<input type="checkbox"/> \$1,728
full page	full color	10.5"h x 8.0"w	15 inside back cover	<input type="checkbox"/> \$415	<input type="checkbox"/> \$1,037	<input type="checkbox"/> \$1,728
full page	black & white	10.5"h x 8.0"w	5-13 variable	<input type="checkbox"/> \$346	<input type="checkbox"/> \$864	<input type="checkbox"/> \$1,440
half page	full color	4.75"h x 7.5"w	16 outside back cover	<input type="checkbox"/> \$240	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,000
half page	black & white	4.75"h x 7.5"w	3 under table of contents	<input type="checkbox"/> \$207	<input type="checkbox"/> \$518	<input type="checkbox"/> \$864
half page	black & white	4.75"h x 7.5"w	4-14 variable	<input type="checkbox"/> \$173	<input type="checkbox"/> \$432	<input type="checkbox"/> \$720
quarter page	full color	4.75"h x 3.75"w	16 outside back cover	<input type="checkbox"/> \$144	<input type="checkbox"/> \$360	<input type="checkbox"/> \$600
quarter page	black & white	4.75"h x 3.75"w	4-14 variable	<input type="checkbox"/> \$86	<input type="checkbox"/> \$216	<input type="checkbox"/> \$360
¼ page (business card size)	black & white	2.25"h x 3.75"w	4-14 variable	<input type="checkbox"/> \$43	<input type="checkbox"/> \$108	<input type="checkbox"/> \$180

### Publication Schedule

issue	AD COPY submission deadline	target delivery date
Feb - Mar	1st Friday in Dec	Feb 1st
Apr - May	1st Friday in Feb	Apr 1st
Jun - Jul	1st Friday in Apr	Jun 1st
Aug - Sep	1st Friday in Jun	Aug 1st
Oct - Nov	1st Friday in Aug	Oct 1st
Dec - Jan	1st Friday in Oct	Dec 1st

**Payment Terms:** Due in full at signing; checks 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 Marketing Director for preliminary approval (*d.sion@whitemtn-bmwclub.org*). Ads can be submitted via e.mail, or on CD by postal mail. Ads should be at least 200 dpi (300 dpi preferred) at their final print dimensions. Ads must also be "camera ready", requiring no layout rework or editing. Ad editing and design services are available from the *Profile's* publishing company, *mjc.design.works, LLC* at nominal rates (*mjc.design.works@comcast.net*).

**Inserts & Special Units:** By request *only*, advanced notice kindly requested, rates/specs vary – *many* options available! Acceptance subject to final approval by the WMC Board of Directors.

**Have questions? Please contact the WMC Marketing Director:**

Dana M. Sion at [d.sion@whitemtn-bmwclub.org](mailto:d.sion@whitemtn-bmwclub.org), or (603) 594-0788 Ext. 1 or (603) 438-1031

### Ad Contract Agreement

By checking desired ad rate (for corresponding ad specifications) above, the undersigned expresses intent to advertise in the White Mountain Chapter *Profile* newsletter subject to above terms and conditions. The WMC Board of Directors reserves right to change rates upon notice at any time. All contents of advertisements are subject to publisher's approval. Publisher reserves right to reject any ad or insert if for any reason the publisher deems the ad unacceptable for publication. Cancellations or changes in orders may not be made by the advertiser after the ad submission deadline date.



ALL SUBMITTED AD CONTRACTS ARE SUBJECT TO FINAL APPROVAL BY THE WMC BOARD OF DIRECTORS

Your Company Name, Address, Contact Phone and E.mail (please print clearly)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Remit Signed Form and Payment to:**  
White Mountain Chapter, BMW CCA  
Attn: Dana Sion, Marketing Director  
at the above address

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Payment Check No.: \_\_\_\_\_ Payment Check Amount: \_\_\_\_\_