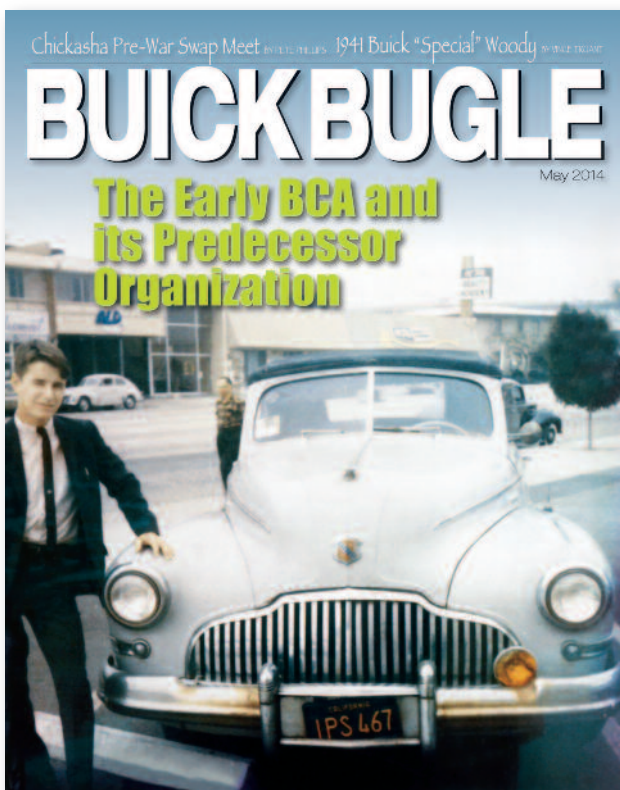


Buick Bugle 2014 MEDIA KIT

Delivering news, technical tips and information 12 months a year to over 8,000 members of the Buick Club of America



BUICK BUGLE

ADVERTISING RATES

POSITION	B/W	4-COLOR
COVER/OUTSIDE	\$400.00	\$800.00
COVER/INSIDE	\$350.00	\$700.00
FULL PAGE	\$250.00	\$500.00
2/3 PAGE VERTICAL	\$170.00	\$340.00
1/2 PAGE HORIZONTAL	\$125.00	\$250.00
1/2 PAGE VERTICAL	\$125.00	\$250.00
1/3 PAGE VERTICAL	\$87.50	\$175.00
1/3 PAGE SQUARE	\$75.00	\$150.00
1/4 PAGE HORIZONTAL	\$62.50	\$125.00
1/4 PAGE VERTICAL	\$62.50	\$125.00
1/6 PAGE VERTICAL	\$50.00	\$100.00
1/8 PAGE HORIZONTAL	\$43.75	\$87.50
BANNER STRIP	\$42.00	\$84.00

A 10% discount will be applied when submitting and pre-paying a display ad for 12 consecutive issues.

HOW TO SUBMIT A DISPLAY AD

- All display ads must be camera ready to correct size. No typewritten or photo copies accepted.
- Print resolution must be 300 dpi. High-resolution PDF and JPEG files accepted.
- No tear sheets are provided. You may purchase single copies of the *Bugle* by sending \$5 per copy to the BCA national office (address below).
- The Buick Club of America is not responsible for any transactions made through our advertising sections. We reserve the right to refuse advertising to any individual or business whos advertising we feel is detrimental to the Buick Club of Amercia and it's chapters or its members.
- Questions about artwork? Contact Cindy Livingston, *Bugle* art director at cwldesigns@gmail.com
- Payment must accompany all display ads. Make check payable to Buick Club of America.

For more information contact:

Nancy or Mike Book

BCA National Office Managers

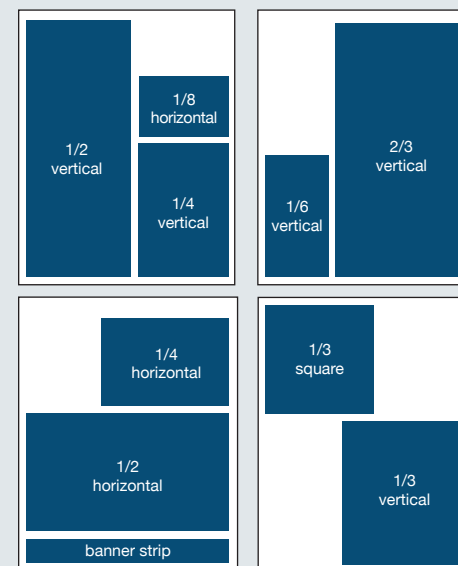
P.O. Box 360775

Columbus, Ohio 43236-0075

BuickClubOffice@aol.com or 614-472-3939

MECHANICAL REQUIREMENTS

POSITION	WIDTH/HEIGHT
TRIM	8.5" X 11"
BLEED	8.75" X 11.25"
SAFETY	8" X 10.5"
FULL PAGE	8.5" X 11"
2/3 PAGE V	5" X 10"
1/2 PAGE H	7.5" X 5"
1/2 PAGE V	3.5" X 9.5"
1/3 PAGE V	5" X 7"
1/3 PAGE SQ.	5" X 5"
1/4 PAGE H	5" X 3.2"
1/4 PAGE V	3.2" X 5"
1/6 PAGE V	2.5" X 5"
1/8 PAGE H	3.5" X 2.25"
BANNER STRIP	1" X 7.5"



DEADLINES

Reservation deadline is the 10th of the month, approximately 6 weeks before issue date (ie: April 10 is the deadline for the June issue). Artwork is due on the 24th of the month (2 weeks after deadline reservation).