

Buick Bugle 2020 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 |
|---------------------|----------|-----------|
| INSIDE FRONT COVER | | \$1200.00 |
| INSIDE BACK COVER | | \$1000.00 |
| 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 America 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 display advertising information contact:

Dave Leash
Brave Marketing • GM Club Apparel
58757 Van Dyke Ave, Unit 131
Washington, MI 48094
877-393-1110
gmclub@gmclubapparel.com

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 3.5" |
| 1/4 PAGE V | 3.5" 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 each month (2 weeks after deadline reservation).