



Reach the Select Classic Car Collector



About the CCCA and its Membership



The Classic Car Club of America (CCCA) is a club dedicated to the collection, preservation and enjoyment of the world's finest automobiles, manufactured between 1915* and 1948.

The Classic Car Club of America was founded and incorporated in 1952 by a group of enthusiasts dedicated to the preservation of truly distinctive automobiles – domestic and foreign – built during “the Classic Era.” During its first half century, the club has become an international organization, with approximately 4,000 members in the United States and many foreign countries.

Since its beginning, the members of The Classic Car Club of America have been dedicated to the collection, preservation and enjoyment of the world's finest cars. Club members enjoy outstanding publications, unequalled fellowship and friendship, and opportunities to show and admire Classic automobiles. As in the beginning, automobiles manufactured during the Classic Era (from 1915* to 1948) remain the primary focus of the club today.



The members of CCCA in North America are an enthusiastic, yet focused, group of automobile devotees and collectors. Every year the members gather for an Annual Meeting, several annual Grand Classic® car shows across the country, and enjoy driving the Classics in CARavans® both in the U.S. and abroad. They are united by their common love for collecting and preserving Full Classic® automobiles, enjoying social gatherings to share their collections and attending Grand Classics where their cars are judged and displayed to fellow members as well as the general public.

*Certain automobiles built prior to 1925 are accepted; see CCCA List of Approved Classics for details.



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America | 3501 Algonquin Road Suite 300 | Rolling Meadows, IL 60008
Phone: 847-390-0443 | E-mail: classiccarclub@aol.com

CCCA J4840 – Ad Package 11.13



Why advertise with the Classic Car Club of America?

The CCCA print publications are distributed exclusively to Club members – a growing collector community of people who share a deep interest in limited production automobiles of the Classic Era.

With a membership of approximately 4,000 and more than 10,000 Full Classic® automobiles listed in the CCCA database, the CCCA represents **significant buying power**. The publications and web site of the CCCA are ideal vehicles for reaching affluent and influential car enthusiasts.

The ClassicCarClub.org web site has grown to more than 5,000 visitors a month from 87 countries and territories. Our next generation CCCA public web site has Club and collector-focused content plus a secure "Members Only" section.*

Classic Car Club of America membership includes the high net-worth collectors, vintage dealers and opinion leaders of Classic Car collectors. Consider these facts in your advertising decision:

- 50% of collector cars made before 2000, that sold for over \$1 million in the first nine months of 2009, are on the CCCA list of Approved Classics**
- Over 10,000 Full Classic® automobiles listed in the CCCA database†
- CCCA Members require a wide variety of products and services to maintain, drive and show their Classics Cars across North America.

Source: *Google Analytics, **Sports Car Market 2009, †CCCA Database 2009

Many members of CCCA are successful business executives, professionals, community leaders and actively retired individuals who enjoy a high net worth. Most members own one or more Classic Cars, many have buildings dedicated to their automobiles; they buy parts and use transport and restoration services. Many members own a second home and enjoy other historic collecting interests. CCCA members also enjoy sailing, boating, cultural activities and traveling extensively for business and pleasure.



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America |
Phone: 847-390-0443

3501 Algonquin Road Suite 300 |

Rolling Meadows, IL 60008
E-mail: classiccarclub@aol.com



Classic Car Club of America Audience Demographics

The CCCA member demographics strongly support and define who the Club is: The CCCA is dedicated to collecting and preserving information, artifacts and fine or unusual Motorcars of the Classic Era for current and future generations to maintain, restore and enjoy.

Typical CCCA Member – Based on the Member Survey

- 70.80% of the members are between 45 and 74 years old and 83.1% married/partner;
- 91.3% are male;
- 8.7% are female;
- Net worth in the range of \$1MM to 5MM;
- Own a home and 36.9% Own a second home/vacation home;
- Travel nationally one or more times every year;
- 32.9% Travel abroad one or more times every year;
- 84% have computers with email and Internet access.



The CCCA Collector and their Cars – Based on the Member Survey

- 80.2% Own one or more Full Classic® Cars; 64% own 1 to 3 Full Classics;
- 80.7% Own a Pre-Classic Era Vintage Car as well;
- 87.2% Own a Post-Classic Vintage Car as well;
- 91.6% Belong to one or more other Vintage Motorcar Clubs; 76.9% belong to two or more;
- 86.2% Drive 50 to 500 miles to attend events;
- More than 50% do their own mechanical/restoration services and more than 50% buy mechanical/restoration services.

The Active CCCA Member is Loyal – Based on the Member Survey

- 73.7% are likely to recommend membership in the CCCA to others;
- 58.9% would continue to be a CCCA member if they no longer owned a Full Classic®;
- 77.6% have been loyal CCCA members for 3 to 40 years;
- 50.2% have been loyal CCCA members for 11 to 30 years;
- 86.5% have been loyal CCCA members for 3 years or more.



The CCCA Member is Active – Based on the Member Survey

- 88.3% Read more than half of the content of the CCCA Publications; 50% read cover to cover;
- 86.3% Attend Regional Events Annually;
- 69% Attend National Events Annually;
- 55% Use the Club website launched in June of 2009;
- 17.8% Attend International Events Annually.

Why Vintage Collectors choose to be a Club Member –

Based on the Member Survey

- 92.4% are a Member for the club publications;
- 70.2% are a Member for show and competition opportunities with their classic cars;
- 68.0% are a Member for technical assistance with their classic cars;
- 63.3% are a Member for social networking and club related activities;
- 63.3% are a Member for touring opportunities with their classic cars.



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America |
Phone: 847-390-0443

3501 Algonquin Road Suite 300 |

Rolling Meadows, IL 60008
E-mail: classiccarclub@aol.com



CCCA Publications.

The Classic Car Club of America publishes the award-winning *The Classic Car*, a quarterly magazine, the *CCCA Bulletin*, mailed eight times each year, and the comprehensive annual *CCCA Handbook and Members Roster*, which members rely on throughout the year. Each of these three publications is distributed exclusively to CCCA Members.

The Classic Car

The official magazine of the Classic Car Club of America, *The Classic Car*, is published four times each year. *The Classic Car* provides each member of the club with in-depth articles on individual cars as well as coverage of national and regional events.

CCCA Bulletin

The official newsletter of the Classic Car Club of America, the *Bulletin*, is published eight times a year. This black & white publication provides each member of the CCCA with current happenings of the club, including: President's Message, committee reports from the recent Board of Directors' Meetings, Calendar of National Events, member news and letters, and the popular classified section.

CCCA Handbook and Members Roster

Published annually, *The CCCA Handbook and Members Roster* is the official directory and guide of the Classic Car Club of America. This publication provides each member with current lists of all active members, cars by year, marque and body style, national events, rules & guidelines of the club and contains complete descriptions of all club awards and past recipients.

ClassicCarClub.org

The club has dedicated significant energy and effort to the long-term development of its web site, *ClassicCarClub.org*, with a clear nod to the future. With a strong focus on the Classic Era, the CCCA Web Site strives to inform the car collectors and CCCA members about these rare Classic Era automobiles. It is with this focus that CCCA explores and shares information about car collecting and the Full Classic® automobile within the context of period culture, industry and world events that shaped this period of history. The web site also allows the members to network with other collectors in the Club through the "Members Only" section.

CCCA Advertising Opportunities.

Print Publication Advertising offers an advertiser the ability to reach the CCCA membership in all club print publications. Advertising opportunities in the *The Classic Car*, *CCCA Bulletin* and the *CCCA Handbook and Members Roster* provide flexible year round access to the membership to fit your needs and your budget. From classified advertising to double page spread, opportunities are available in all CCCA print publications offering the format that will work best for you.

Display Advertising is available in all three CCCA print publications – *The Classic Car*, *CCCA Bulletin* and *CCCA Handbook and Members Roster*. **Classified Advertising** is available in the *CCCA Bulletin* for both members and non-members. The classified advertising will then appear on the CCCA web site one month after the printed version is distributed.

Print Publication & Web Site Advertising Packages offers a wide variety of annual Advertising Print and Web Site Packages giving an advertiser the ability to reach the CCCA membership in all club media. Advertising opportunities in the CCCA print publications, mixed with Buyers Resource Directory and web display ads on *ClassicCarClub.org* provide advertisers with the added advantage of exposure on the club web site.

Advertising on the CCCA Web Site – To advertise on the public CCCA web site an annual space purchase in one or more CCCA print publications (excluding the *CCCA Handbook and Members Roster*) is required. Two types of advertising are available on *ClassicCarClub.org*: **Web Site Display Advertising** – offered in three different sizes: Single block, Double block and Tower block. **Web Site Buyers Resource Directory Listing** – offered as a Standard Listing of 50 words or less and a Sponsor Directory Listing of 75 words or less plus your company brand logo.



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America |
Phone: 847-390-0443

3501 Algonquin Road Suite 300 |

Rolling Meadows, IL 60008
E-mail: classiccarclub@aol.com



CCCA Sponsorship Advertising Packages.

Sponsor level advertising is purchased annually and is a combination of display ad space in CCCA print publications and on the club's web site. We offer **three levels** of sponsor packages. Options range from full-page to half-page print ad spaces combined with web site display ads, a Sponsor Level Directory Listing on the web site plus a web site Profile Page. These are available only with this unique sponsor package.

Web site Sponsor Level Directory Listings include your logo. Your web site Profile Page may contain text up to 300 words with a blend of images including your logo. The Sponsor Directory Listing and Profile Page will allow you to provide information about your company and a targeted message on your products and services with a direct link to your own web site.

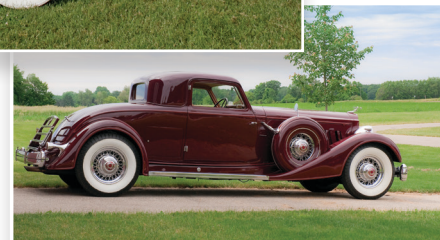
You will also receive recognition and additional opportunities at all CCCA national events and CARavans®. We will assist in reaching the CCCA Regions across the continent that hold Grand Classic® events throughout the year.

CCCA Level One Sponsor Advertising Packages

The Level One Sponsor Advertising Package offers the highest exposure and the greatest value for an advertiser. When you purchase an annual full page ad in each of the CCCA publications you receive a 10% discount on the print ads plus a discounted rate for a web site tower block display ad and Buyers Resource Directory Listing on the web site with a full web page profile with your text, photos and logo. Web site Profile Pages are available only to Level One Sponsors on ClassicCarClub.org.

Tower display ads may run throughout the web site or may be targeted to a specific section upon request. Placement will be on a first come, first serve basis.

You will also receive recognition and additional opportunities at all CCCA national events and CARavans®. We will assist in reaching the CCCA Regions across the continent that hold Grand Classic® events throughout the coming year.



CCCA Level Two Sponsor Advertising Packages

The Level Two Sponsor Advertising Package offers solid exposure and value for an advertiser. When you purchase an annual full page ad in two of the CCCA print publications, you receive a 10% discount on the print ads plus a discounted rate for a web site double block display ad and Buyers Resource Directory Listing on ClassicCarClub.org.

Double block display ads may run throughout the web site, or may be targeted to a specific section upon request. Placement will be on a first come, first serve basis.

You will also receive recognition and additional opportunities at all CCCA national events and CARavans®. We will assist in reaching the CCCA Regions across the continent that hold Grand Classic® events throughout the year.

CCCA Level Three Sponsor Advertising Packages

The Level Three Sponsor Advertising Package offers good presence with economy for an advertiser. When you purchase an annual half page ad in two of the CCCA print publications, you receive a 10% discount on the print ads plus a discounted rate for a web site single block display ad and Buyers Resource Directory Listing with text and logo on ClassicCarClub.org.

Single block display ads may run throughout the web site, or may be targeted to a specific section upon request. Placement will be on a first come, first serve basis.



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America |
Phone: 847-390-0443

3501 Algonquin Road Suite 300 |

Rolling Meadows, IL 60008
E-mail: classiccarrclub@aol.com



CCCA Sponsorship Advertising Packages

| | Level One Sponsorship | Level Two Sponsorship | Level Three Sponsorship |
|--|--------------------------|--------------------------|----------------------------|
| Handbook Full Page Ad | • | •* | |
| The Classic Car Full Page Ad | • | •* | |
| Bulletin Full Page Ad | • | •* | |
| Handbook Half Page Ad | | | •* |
| The Classic Car Half Page Ad | | | •* |
| Bulletin Half Page Ad | | | •* |
| Web Site Tower Block Display Ad | • | | |
| Web Site Double Block Display Ad | | • | |
| Web Site Single Block Display Ad | | | • |
| Sponsor Level Buyers Resource Directory Listing | • | • | • |
| Full Web Page Profile | • | | |
| Recognition & Additional Opportunities at CCCA National Events | • | • | |

* Requires a minimum purchase of Annual Advertising in any two CCCA Print Publications.

CCCA National Event Sponsorship Opportunities.

Event Sponsorships provide the opportunity for an advertiser to reach the CCCA Membership face-to-face at a number of National events year round. Call 847.390.0443, the CCCA national office in Schiller Park, Illinois and we will be happy to discuss these great opportunities with you.

To obtain additional information on CCCA advertising rates and specifications packages visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone: (847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org
Classic Car Club Of America <classiccarclub@aol.com>



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America |
Phone: 847-390-0443

3501 Algonquin Road Suite 300 |

Rolling Meadows, IL 60008
E-mail: classiccarclub@aol.com



ClassicCarClub.org Sponsor Advertising Rates

Sponsorship Level Print Publication and Web Advertising on ClassicCarClub.org

Sponsor level Advertising on the CCCA web site is purchased annually and requires the purchase of annual advertising in two or all three CCCA print publications, see descriptions below. The Print Ad sizes shown are the minimum purchase required for Sponsor Level Web Advertising.

Web Site Block Display Ads may run throughout the web site, or be targeted to a specific section.

SPONSOR LEVEL ADVERTISING:

| LEVEL ONE SPONSORSHIP PACKAGE – WEB SITE TOWER BLOCK & FULL PAGE PRINT: | FREQUENCY: 1 YEAR |
|--|------------------------------------|
| Tower Block Display Ad on <i>ClassicCarClub.org</i> † | \$1,200.00 |
| Sponsor Level Buyers Resource Directory Listing on <i>ClassicCarClub.org</i> | \$375.00 |
| Full Page profile with logo and photos on <i>ClassicCarClub.org</i> † ‡ | \$180.00 |
| | \$1,755.00 + print ad rate* |

*Requires the purchase of Full Page Annual Advertising in all three CCCA Print Publications.

†Discounted for Sponsor Level Advertisers

‡Available only to Level One Sponsors

| LEVEL TWO SPONSORSHIP PACKAGE – WEB SITE DOUBLE BLOCK & FULL PAGE PRINT: | FREQUENCY: 1 YEAR |
|--|------------------------------------|
| Double Block Display Ad on <i>ClassicCarClub.org</i> † | \$850.00 |
| Sponsor Level Buyers Resource Directory Listing on <i>ClassicCarClub.org</i> † | \$375.00 |
| | \$1,225.00 + print ad rate* |

*Requires a minimum purchase of Full Page Annual Advertising in any two CCCA Print Publications.

†Discounted for Sponsor Level Advertisers

| LEVEL THREE SPONSORSHIP PACKAGE – WEB SITE SINGLE BLOCK & 1/2 PAGE PRINT: | FREQUENCY: 1 YEAR |
|--|------------------------------------|
| Single Block Display Ad on <i>ClassicCarClub.org</i> † | \$650.00 |
| Sponsor Level Buyers Resource Directory Listing on <i>ClassicCarClub.org</i> † | \$375.00 |
| | \$1,025.00 + print ad rate* |

*Requires a minimum purchase of Annual Advertising in any two CCCA Print Publications, 1/2 Page or larger, excluding the *Handbook*.

†Discounted for Sponsor Level Advertisers

SEE AD FILE SPECIFICATIONS FOR PRODUCTION
INFORMATION AND FILE SUBMISSION





ClassicCarClub.org Sponsor Ad File Specifications



FILE SPECIFICATIONS: Sponsor Profile Page

The total area on the Sponsor Profile Page is 750 pixels wide x 600 pixels high. The area may contain text up to 300 words, an image or a combination of text and images. When both text and images are used, the image will reduce the total amount of text that can be used.

It is recommended that your Full Business Name, Contacts, address, phone, e-mail address and website address are included.

Provide the URL information to where your profile should link, if different than your web site. If no additional link information is provided, your profile page will be linked to your web site if it is on file.

The following RGB image file formats are acceptable for submission at a resolution of 72ppi: PNG (.png), JPEG (.jpg), GIF (.gif) or SWF (Shockwave Flash). The images submitted should be 85 pixels wide x 50 pixels high or larger.

Text files may be submitted as a Microsoft Word® document or in the body of an e-mail.

If assistance is needed, please contact the CCCA National Office.

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the CCCA Headquarters



Sponsor Profile Page Example



Sponsor Profile Page Example



Sponsor Profile Page Example

To obtain additional information on CCCA advertising rates and specifications packages, visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone:(847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org
Classic Car Club Of America <classiccarclub@aol.com>



CLASSICCARCHUB.ORG

ClassicCarClub.org Display Advertising Rates



Print Publication and Web Advertising on ClassicCarClub.org

Advertising on the CCCA web site is purchased annually and requires the purchase of annual advertising in one or more CCCA print publications, see descriptions below. The Print Ad sizes shown are the minimum purchase required to buy web advertising.

BUYERS RESOURCE DIRECTORY LISTING RATES:

WEB SITE DIRECTORY LISTING

FREQUENCY: 1 YEAR

Standard Level Listing (up to 50 words plus phone number, e-mail and website address)

\$520.00 + print ad rate*

*Requires a minimum Purchase of Annual Advertising in one or more CCCA Print Publications, 1/8 page or larger, excluding the Handbook.

Sponsor Level Listing (up to 75 words plus phone number, e-mail, website address, full color logo and a link to sponsor's web site)

\$750.00 + print ad rate*

*Requires a minimum purchase of Annual Advertising in one or more CCCA Print Publications, 1/4 Page or larger, excluding the Handbook.

FULL COLOR DISPLAY ADVERTISING RATES:

WEB SITE AD SIZE

FREQUENCY: 1 YEAR

Single Block Display (180 x 200 pixels)

\$850.00 + print ad rate*

*Requires a minimum Purchase of Annual Advertising in one or more CCCA Print Publications, 1/4 page or larger, excluding the Handbook.

Double Block Display (180 x 400 pixels)

\$1,250.00 + print ad rate*

*Requires a minimum Purchase of Annual Advertising in one or more CCCA Print Publications, 1/2 page or larger, excluding the Handbook.

Tower Block Display (180 x 600 pixels)

\$2,400.00 + print ad rate*

*Requires a Full Page Purchase of Annual Advertising in one or more CCCA Print Publications, excluding the Handbook.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION
INFORMATION AND FILE SUBMISSION



CLASSIC CAR CLUB OF AMERICA

Classic Car Club of America |
Phone: 847-390-0443 |

3501 Algonquin Road Suite 300 |

Rolling Meadows, IL 60008
E-mail: classiccarclub@aol.com



CLASSICCARCLUB.ORG

ClassicCarClub.org Display Ad File Specifications



FILE SPECIFICATIONS: Directory Listings

Text File Requirement

- Text files may be submitted as a Microsoft Word® document or in the body of an e-mail.

Sponsor Logo File Requirement

- Logos and other line art may be submitted in Adobe Illustrator EPS (.eps) format. Imported graphics must be embedded and all fonts converted to outlines. Otherwise, a medium to high resolution RGB image file is acceptable. The size of a sponsor logo is not to exceed a width of 180 pixels. The following RGB file formats are acceptable for submission at a resolution of 72ppi: PNG (.png), JPEG (.jpg) or GIF (.gif)

Block Display

- Single Block Display: 180 x 200 pixels, RGB image
- Double Block Display: 180 x 400 pixels, RGB image
- Tower Block Display: 180 x 600 pixels, RGB image

The following RGB file formats are acceptable for submission at a resolution of 72ppi: PNG (.png), JPEG (.jpg), GIF (.gif) or SWF (Shockwave Flash).

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the **CCCA National Office**
The file must be under 10 Megabytes in size.



Standard Directory Listing, up to 50 words



Sponsor Directory Listing, up to 75 words



Single Block Display: 180 x 200 pixels



Double Block Display: 180 x 400 pixels



Triple Block Display: 180 x 600 pixels

To obtain additional information on CCCA advertising rates and specifications packages, visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone: (847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org
Classic Car Club Of America<classiccarclub@aol.com>



THE CLASSIC CAR

The Classic Car Magazine Display Advertising Rates

The official magazine of the Classic Car Club of America, *The Classic Car*, is published four times each year. This publication provides each member of the CCCA with in-depth articles on individual cars as well as coverage of national and regional events.

BLACK & WHITE DISPLAY ADVERTISING RATES:

| AD SIZE | FREQUENCY: | 1X | 2X | 4X (ANNUAL RATE) |
|--|------------|------------|------------|--------------------------|
| Full page (7-1/2" wide by 10" high) | | \$1,600.00 | \$1,450.00 | \$1,180.00* (\$4,720.00) |
| Full page bleed (8-3/4" wide by 11-1/4" high)† | | \$1,760.00 | \$1,450.00 | \$1,180.00* (\$4,720.00) |
| Full page spread (17" wide by 11" high) | | \$3,200.00 | \$2,900.00 | \$2,380.00* (\$9,520.00) |
| Full page spread bleed (17-1/4" wide by 11-1/4" high)† | | \$3,200.00 | \$2,900.00 | \$2,380.00* (\$9,520.00) |

†No additional charge to page rate

*10% discount for an Annual Package

FULL COLOR DISPLAY ADVERTISING RATES:

| AD SIZE | FREQUENCY: | 1X | 2X | 4X (ANNUAL RATE) |
|--|------------|------------|------------|---------------------------|
| Full page (7-1/2" wide by 10" high) | | \$1,950.00 | \$1,800.00 | \$1,530.00* (\$6,120.00) |
| Full page bleed (8-3/4" wide by 11-1/4" high)† | | \$1,950.00 | \$1,800.00 | \$1,530.00* (\$6,120.00) |
| Full page spread (17" wide by 11" high) | | \$3,900.00 | \$3,600.00 | \$3,060.00* (\$12,240.00) |
| Full page spread bleed (17-1/4" wide by 11-1/4" high)† | | \$3,900.00 | \$3,600.00 | \$3,060.00* (\$12,240.00) |

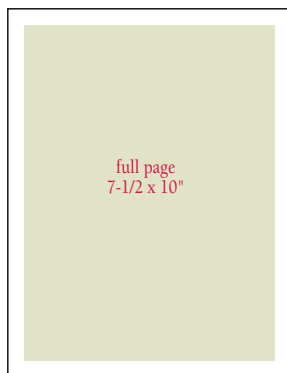
†No additional charge to page rate

*10% discount for an Annual Package



THE CLASSIC CAR

The Classic Car Magazine Display Advertising Sizes



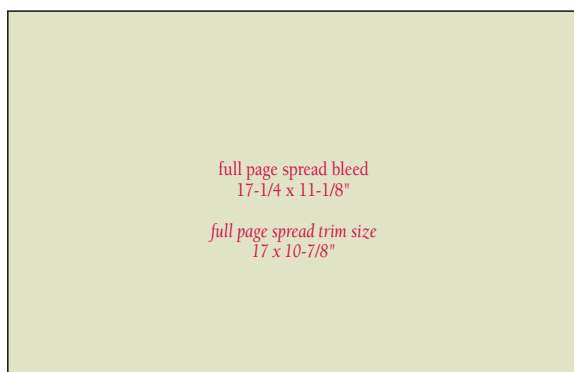
full page
7-1/2 x 10"



full page bleed
8-3/4 x 11-1/8"
magazine trim size
8-1/2 x 11"



full page spread
16 x 10"



full page spread bleed
17-1/4 x 11-1/8"
full page spread trim size
17 x 10-7/8"

BLEEDS FOR FULL PAGE AND FULL PAGE SPREAD:

No additional charge to page rate.

PREFERRED POSITIONS AVAILABLE FOR FULL PAGE ADS:

Inside Front Cover: 10% additional to page rate.

Inside Back Cover: 10% additional to page rate.

Back Cover: 20% additional to page rate.

Note: Preferred positions are based on availability of the space and we cannot guarantee any special placement. Please call before reserving advertising space to check for availability.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION



THE CLASSIC CAR

The Classic Car Magazine Ad File Specifications



FILE SPECIFICATIONS:

The following file format options are acceptable for submission in both MAC and PC platforms.

- QuarkXpress® 6.5 or higher
- Adobe® InDesign® CS2 or higher
- Adobe® Illustrator® CS2 or higher
- Adobe® Photoshop® CS2 or higher
- Press Quality PDF, PDF/X-1a compliant

Native Page Layout File

- All Linked graphics and images must be provided with the page layout file.
- All printer and screen fonts must be provided with the page layout files.
- Avoid using True Type Fonts in your page layout file. Adobe Type One or OpenType fonts are best suited for print purposes.
- Never use the style menu within the page layout application to alter a font. If a typeface is intended to be bold then the bold version of that font must be supplied.
- Always size and rotate images and graphics before using them in your page layout application.
- Images should be supplied in CMYK or Grayscale at 300 ppi.
- Image files should be supplied in TIFF (.tif) format and graphics files in EPS (.eps) format.
- Page layout files should be built to the trim size of the ad. Full page bleed ads should be extended .125" past the page layout size.

Illustrator EPS File Requirements:

- Placed images must be high resolution 300 ppi, CMYK or Grayscale and saved in TIFF (.tif) or EPS (.eps) format.
- All imported graphics and fonts must be embedded.
- Convert all fonts to outlines.
- Flatten all layers.
- Save file in an EPS (.eps) format.

Photoshop File Requirements:

- Image must be high resolution 300 ppi, CMYK or Grayscale.
- Flatten all layers.
- Save file in TIFF (.tif) or JPEG (.jpg) format. Do not send .psd files.

Press Quality PDF, PDF/X-1a compliant:

- All images contained in the PDFs should be CMYK or Grayscale.
- The PDFs should be CMYK or Grayscale.
- All images contained within the PDFs should be created at 300 ppi.
- All line art contained within the PDFs should be created at 1200-1800 ppi.
- All fonts must be embedded in the PDFs.
- The PDF ad should be created at 100% for the placement in the magazine.
- Full page bleed ads need to be created containing proper bleed (add 1/8" bleed in addition to the trim size around the entire ad).

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the **CCCA National Office**
The file must be under 25 Megabytes in size.

TERMS & CONDITIONS:

Payment:

Check or Credit Card. Make Check payable to the Classic Car Club of America and mail to the CCCA. Credit card payments may be mailed to the CCCA:

Classic Car Club of America
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

Cancellations:

All cancellations must be submitted in writing before the corresponding issue's space closes. Preferred positions are cancelable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher.

Publication Schedule:

The Classic Car is published quarterly. Deadlines for ad materials submissions are January 31, April 30, July 31, and October 31. *The Classic Car* is mailed the issue month. Late-arriving ads will be inserted in the next issue.

To obtain additional information on CCCA advertising rates and specification packages, visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone: (847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org
Classic Car Club Of America <classiccarclub@aol.com>





CCCA Bulletin Display Advertising Rates

The CCCA *Bulletin* is the official newsletter of the Classic Car Club of America. It is published four times a year and distributed exclusively to CCCA Members. This black & white publication provides each member of the CCCA with current happenings of the club, including: President's Message, committee reports from the recent Board of Directors' Meetings, Calendar of National Events, member news and letters and the popular classified section.

BLACK & WHITE DISPLAY ADVERTISING RATES:

| AD SIZE | FREQUENCY: 1X | 2X | 3 or 5X | 8X (ANNUAL RATE) |
|--|---------------|----------|----------|------------------------|
| 1/8 page (3-5/8" wide by 2-3/8" high) | \$100.00 | \$90.00 | \$85.00 | \$72.50* (\$578.00) |
| 1/4 page (3-5/8" wide by 4-7/8" high) | \$175.00 | \$160.00 | \$150.00 | \$135.00* (\$1,080.00) |
| 1/2 page horizontal (7-1/2" wide by 4-7/8" high) | \$325.00 | \$300.00 | \$275.00 | \$247.00* (\$1,980.00) |
| 1/2 page vertical (3-5/8" wide by 7-1/2" high) | \$325.00 | \$300.00 | \$275.00 | \$247.00* (\$1,980.00) |
| Full page (7-1/2" wide by 10-1/8" high) | \$450.00 | \$435.00 | \$400.00 | \$360.00* (\$2,880.00) |
| Full page bleed (8-3/4" wide by 11-1/4" high)† | \$450.00 | \$435.00 | \$400.00 | \$360.00* (\$2,880.00) |
| Full page spread (16" wide by 10" high) | \$900.00 | \$870.00 | \$800.00 | \$720.00* (\$5,760.00) |
| Full page spread bleed (17-1/4" wide by 11-1/4" high)† | \$900.00 | \$870.00 | \$800.00 | \$720.00* (\$5,760.00) |

†No additional charge to page rate

*10% discount for an Annual Package





CCCA Bulletin Display Advertising Sizes



BLEEDS FOR FULL PAGE AND FULL PAGE SPREAD:

No additional charge to page rate.

PREFERRED POSITIONS AVAILABLE FOR FULL PAGE ADS:

Inside Front Cover: 10% additional to gross rate.

Inside Back Cover: 10% additional to gross rate.

Back Cover: 20% additional to gross rate.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION





CCCA Bulletin Display Classified Advertising Rates & Sizes

Bulletin Display Classified Ads appear in the Classifieds section of the Bulletin.

BLACK & WHITE DISPLAY CLASSIFIED ADVERTISING RATES:

| AD SIZE | FREQUENCY: 1X | 2X | 3 or 5X | 8X |
|---------------------------------------|---------------|----------|----------|-----------|
| 1/9 page (2-3/8" wide by 3-3/8" high) | \$100.00 | \$90.00 | \$85.00 | \$72.50* |
| 1/6 page (2-3/8" wide by 4-7/8" high) | \$175.00 | \$160.00 | \$150.00 | \$135.00* |
| 1/4 page (4-7/8" wide by 3-3/8" high) | \$300.00 | \$285.00 | \$275.00 | \$247.00* |
| 1/3 page (4-7/8" wide by 4-7/8" high) | \$450.00 | \$425.00 | \$400.00 | \$360.00* |

BLACK & WHITE DISPLAY CLASSIFIED ADVERTISING SIZES:



PREFERRED POSITIONS:

We cannot guarantee any special placement requests.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION
INFORMATION AND FILE SUBMISSION





CCCA Bulletin Display Ad File Specifications

FILE SPECIFICATIONS:

The following file format options are acceptable for submission in both MAC and PC platforms.

- QuarkXpress® 6.5 or higher
- Adobe® InDesign® CS2 or higher
- Adobe® Illustrator® CS2 or higher
- Adobe® Photoshop® CS2 or higher
- Press Quality PDF, PDF/X-1a compliant

Native Page Layout File

- All Linked graphics and images must be provided with the page layout file.
- All printer and screen fonts must be provided with the page layout files.
- Avoid using True Type Fonts in your page layout file. Adobe Type One or OpenType fonts are best suited for print purposes.
- Never use the style menu within the page layout application to alter a font. If a typeface is intended to be bold then the bold version of that font must be supplied.
- Always size and rotate images and graphics before using them in your page layout application.
- Images should be supplied in Grayscale at 300 ppi.
- Image files should be supplied in TIFF (.tif) format and graphics files in EPS (.eps) format.
- Page layout files should be built to the trim size of the ad. Full page bleed ads should be extended .125" past the page layout size.

Illustrator EPS File Requirements:

- Placed images must be high resolution 300 ppi, Grayscale and saved in TIFF (.tif) or EPS (.eps) format.
- All imported graphics and fonts must be embedded.
- Convert all fonts to outlines.
- Flatten all layers.
- Save file in an EPS (.eps) format.

Photoshop File Requirements:

- Image must be high resolution 300 ppi, Grayscale.
- Flatten all layers.
- Save file in TIFF (.tif) or JPEG (.jpg) format. Do not send .psd files.

Press Quality PDF, PDF/X-1a compliant:

- All images contained in the PDFs should be Grayscale.
- The PDFs should be Grayscale.
- All images contained within the PDFs should be created at 300 ppi.
- All line art contained within the PDFs should be created at 1200-1800 ppi.
- All fonts must be embedded in the PDFs.
- The PDF ad should be created at 100% for the placement in the magazine.
- Full page bleed ads need to be created containing proper bleed (add 1/8" bleed in addition to the trim size around the entire ad).

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the **National Office**

TERMS & CONDITIONS:

Payment:

Check or Credit Card. Make Check payable to the Classic Car Club of America and mail to the CCCA. Credit card payments may be mailed to the CCCA:

Classic Car Club of America

3501 Algonquin Road

Suite 300

Rolling Meadows, IL 600083

ax: 847-916-2674

Cancellations:

All cancellations must be submitted in writing before the corresponding issue's space closes. Preferred positions are cancelable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher.

Publication Schedule:

The CCCA *Bulletin* is published four times a year – Winter, Spring, Summer, and Fall.

Deadline for ad materials submission is 12:00 NOON (Central Time) on the 1st of the month prior to the issue in which they are to appear. The CCCA *Bulletin* is mailed the issue month. Late-arriving ads will be inserted in the next issue.

To obtain additional information on CCCA advertising rates and specification packages, visit ClassicCarClub.org or contact:

CCCA Headquarters

Telephone:(847) 390-0443

The Classic Car Club of America, Inc. Executive Offices

3501 Algonquin Road

Suite 300

Rolling Meadows, IL 60008

info@classiccarclub.org

Classic Car Club Of America <classiccarclub@aol.com>





CCCA Bulletin Classified Listing Advertising Rates

BLACK & WHITE CLASSIFIED LISTING ADVERTISING RATES:

MEMBERS

Club members are invited to place a classified ad or ads not to exceed 50 words total at no charge. For each additional 25 words, or fraction thereof, a charge of \$5.00 is levied. If you wish the ad to appear in more than one issue, include a copy with the requested subsequent issue(s) noted at the top of the page. When requesting a repeat of a previous ad, include the issue in which the original ad appeared.

NON-MEMBERS

Non-members and commercial enterprises may advertise at the rate of 20¢ a word. Count all words including name and address, except the zip code. Phone number(s) is one word including the area code. Non-member and commercial classified ad listings may be contracted for multiple insertions.

Photographs may also be included for \$12.00 each, every time the ad is run. Information about the photo should include the car and owner and be submitted with your ad.

BLACK & WHITE CLASSIFIED LISTING AD FILE SPECIFICATIONS:

FILE INFORMATION:

The following file format options are acceptable for submission in both MAC and PC platforms.

Microsoft® Word Document

- Submit the ad in paragraph form, double-spaced on standard letter-size format with one ad per page.

Photograph File Requirements:

- Image must be high resolution 300 ppi, Grayscale.
- Flatten all layers.
- Save file as a TIFF (.tif) or JPEG (.jpg) format. Do not send .psd files.

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the **National Office**

TERMS & CONDITIONS:

Payment:

Check or Credit Card. Make Check payable to the Classic Car Club of America and mail to the CCCA. Credit card payments may be faxed or mailed to the CCCA:

Classic Car Club of America

3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

Cancellations:

All cancellations must be submitted in writing before the corresponding issue's space closes. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severely liable for such monies as are due and payable to the publisher.

Publication Schedule:

The CCCA *Bulletin* is published 4 times a year – Winter, Spring, Summer, and Fall. Deadline for ad materials submission is 12:00 NOON (Central Time) on the 1st of the month prior to the issue in which they are to appear. The CCCA *Bulletin* is mailed the issue month. Late-arriving ads will be inserted in the next issue.

To obtain additional information on CCCA advertising rates and specification packages, visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone: (847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org
Classic Car Club Of America
<classiccarclub@aol.com>



HANDBOOK

CCCA Handbook Display Advertising Rates

Published annually, the *CCCA Handbook and Members Roster* is the official directory and guide of the Classic Car Club of America. This publication provides each member with current lists of all active members, cars by year, marque and body style, national events, rules & guidelines of the club and contains complete descriptions of all club awards and past recipients.

BLACK & WHITE DISPLAY ADVERTISING RATES:

| AD SIZE | FREQUENCY: 1X |
|--|---------------|
| 1/8 page (3-5/8" wide by 2-3/8" high) | \$150.00 |
| 1/4 page (3-5/8" wide by 4-7/8" high) | \$350.00 |
| 1/2 page horizontal (7-1/2" wide by 4-7/8" high) | \$750.00 |
| 1/2 page vertical (3-5/8" wide by 10" high) | \$750.00 |
| Full page (7-1/2" wide by 10" high) | \$1,450.00 |
| Full page bleed (8-3/4" wide by 11-1/4" high)† | \$1,450.00 |
| Full page spread (16" wide by 10" high) | \$2,900.00 |
| Full page spread bleed (17-1/4" wide by 11-1/4" high)† | \$2,900.00 |

†No additional charge to page rate

FULL COLOR DISPLAY ADVERTISING RATES:

| AD SIZE | FREQUENCY: 1X |
|--|---------------|
| 1/8 page (3-5/8" wide by 2-3/8" high) | \$300.00 |
| 1/4 page (3-5/8" wide by 4-7/8" high) | \$500.00 |
| 1/2 page horizontal (7-1/2" wide by 4-7/8" high) | \$900.00 |
| 1/2 page vertical (3-5/8" wide by 10" high) | \$900.00 |
| Full page (7-1/2" wide by 10" high) | \$1,600.00 |
| Full page bleed (8-3/4" wide by 11-1/4" high)† | \$1,600.00 |
| Full page spread (16" wide by 10" high) | \$3,200.00 |
| Full page spread bleed (17-1/4" wide by 11-1/4" high)† | \$3,200.00 |

†No additional charge to page rate



HANDBOOK

CCCA Handbook Display Advertising Sizes



BLEEDS FOR FULL PAGE AND FULL PAGE SPREAD:

No additional charge to page rate.

PREFERRED POSITIONS AVAILABLE FOR FULL PAGE ADS:

Inside Front Cover: 10% additional to gross rate.

Inside Back Cover: 10% additional to gross rate.

Back Cover: 20% additional to gross rate.

SEE AD FILE SPECIFICATIONS FOR PRODUCTION INFORMATION AND FILE SUBMISSION



HANDBOOK

CCCA Handbook Ad File Specifications

FILE SPECIFICATIONS:

The following file format options are acceptable for submission in both MAC and PC platforms.

- QuarkXpress® 6.5 or higher
- Adobe® InDesign® CS2 or higher
- Adobe® Illustrator® CS2 or higher
- Adobe® Photoshop® CS2 or higher
- Press Quality PDF, PDF/X-1a compliant

Native Page Layout File

- All Linked graphics and images must be provided with the page layout file.
- All printer and screen fonts must be provided with the page layout files.
- Avoid using True Type Fonts in your page layout file. Adobe Type One or OpenType fonts are best suited for print purposes.
- Never use the style menu within the page layout application to alter a font. If a typeface is intended to be bold then the bold version of that font must be supplied.
- Always size and rotate images and graphics before using them in your page layout application.
- Images should be supplied in CMYK or Grayscale at 300 ppi.
- Image files should be supplied in TIFF (.tif) format and graphics files in EPS (.eps) format.
- Page layout files should be built to the trim size of the ad. Full page bleed ads should be extended .125" past the page layout size.

Illustrator EPS File Requirements:

- Placed images must be high resolution 300 ppi, CMYK or Grayscale and saved in TIFF (.tif) or EPS (.eps) format.
- All imported graphics and fonts must be embedded.
- Convert all fonts to outlines.
- Flatten all layers.
- Save file in an EPS (.eps) format.

Photoshop File Requirements:

- Image must be high resolution 300 ppi, CMYK or Grayscale.
- Flatten all layers
- Save file in TIFF (.tif) or JPEG (.jpg) format. Do not send .psd files.

Press Quality PDF, PDF/X-1a compliant:

- All images contained in the PDFs should be CMYK or Grayscale.
- The PDFs should be CMYK or Grayscale.
- All images contained within the PDFs should be created at 300 ppi.
- All line art contained within the PDFs should be created at 1200-1800 ppi.
- All fonts must be embedded in the PDFs.
- The PDF ad should be created at 100% for the placement in the magazine.
- Full page bleed ads need to be created containing proper bleed (add 1/8" bleed in addition to the trim size around the entire ad).

FILE SUBMISSION:

The following options are acceptable for submission:

- E-mail to the **CCCA National Office**

TERMS & CONDITIONS:

Payment:

Check or Credit Card. Make Check payable to the Classic Car Club of America and mail to the CCCA. Credit card payments may be faxed or mailed to the CCCA:

Classic Car Club of America

3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

Cancellations:

All cancellations must be submitted in writing before the corresponding issue's space closes. Preferred positions are cancelable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher.

Publication Schedule:

The *CCCA Handbook and Members Roster* is published once annually. Deadline for ad materials submission is February 1. The *CCCA Handbook and Members Roster* is mailed in March. Late-arriving ads will be inserted in the next issue.

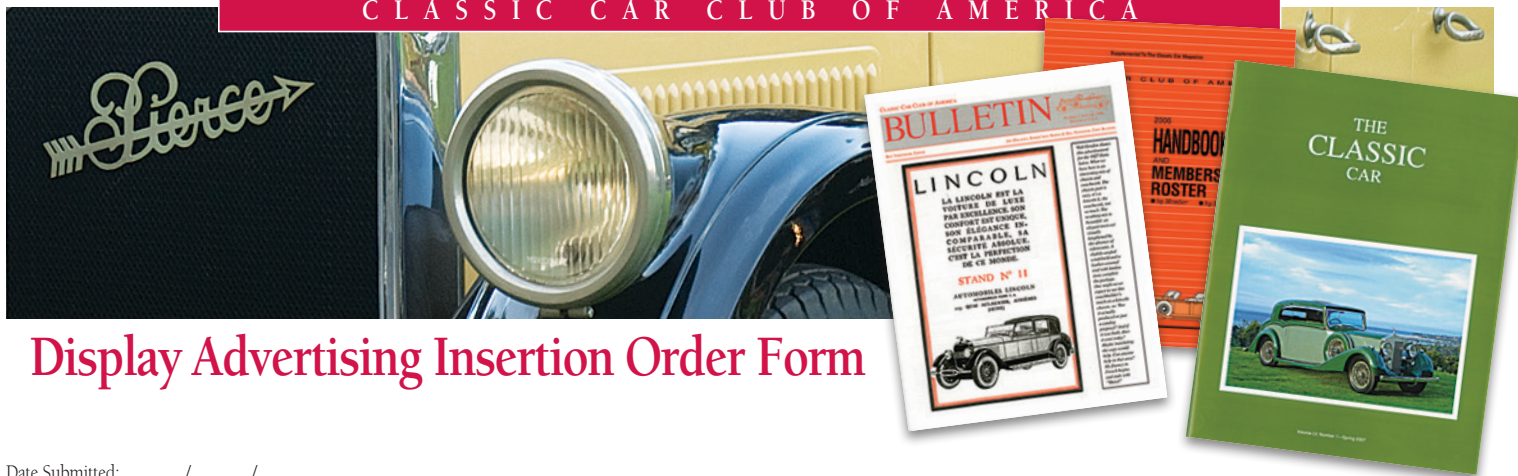
To obtain additional information on CCCA advertising rates and specification packages, visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone: (847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org

Classic Car Club Of America <classiccarclub@aol.com>





Display Advertising Insertion Order Form

Date Submitted: ____/____/____

| | | | |
|------------|-----|----------------|------------------|
| Advertiser | | Contact Person | |
| Address | | City | State Zip Code |
| Phone | Fax | E-Mail | Web Site Address |

Billing Information:

| | | | |
|------------|-----|----------------|------------------|
| Advertiser | | Contact Person | |
| Address | | City | State Zip Code |
| Phone | Fax | E-Mail | Web Site Address |

The Classic Car

Files supplied (check one): ☐ CD ☐ E-mail ☐ FTP
☐ Pick up from previous: Month/Year: ____/____/____
 Frequency: _____ Preferred Position: _____
 Issue: ☐ Spring ☐ Summer ☐ Winter ☐ Fall
 Size: ☐ Full page ☐ Full page bleed ☐ Full page spread ☐ Full page spread bleed
 Color: ☐ Black & White ☐ Full Color

Bulletin

Files supplied (check one): ☐ CD ☐ E-mail ☐ FTP
☐ Pick up from previous: Month/Year: ____/____/____
 Frequency: _____ Preferred Position: _____
 Issue: ☐ January ☐ February ☐ April ☐ May ☐ July ☐ August ☐ October ☐ November
 Size: ☐ 1/8 page ☐ 1/4 page ☐ 1/2 page horizontal ☐ 1/2 page vertical
☐ Full page ☐ Full page bleed ☐ Full page spread ☐ Full page spread bleed

Handbook and Members Roster

Files supplied (check one): ☐ CD ☐ E-mail ☐ FTP
☐ Pick up from previous: Month/Year: ____/____/____
 Preferred Position: _____
 Size: ☐ 1/8 page ☐ 1/4 page ☐ 1/2 page horizontal ☐ 1/2 page vertical
☐ Full page ☐ Full page bleed ☐ Full page spread ☐ Full page spread bleed
 Color: ☐ Black & White ☐ Full Color

ClassicCarClub.org

Files supplied (check one): ☐ CD ☐ E-mail ☐ FTP
☐ Pick up from previous: Month/Year: ____/____/____
Directory Listing: ☐ Standard ☐ Sponsor Check required print ad sizes.
Full Color Display: ☐ Single Block ☐ Double Block ☐ Tower Block Check required print ad sizes.

ClassicCarClub.org Sponsor Level

Files supplied (check one): ☐ CD ☐ E-mail ☐ FTP
☐ Pick up from previous: Month/Year: ____/____/____
☐ **Level One:** Tower Block, Sponsor Level Directory Listing and Full Page Profile
 Check required print ads.
☐ **Level Two:** Double Block and Sponsor Level Directory Listing Check required print ad sizes.
☐ **Level Three:** Single Block and Sponsor Level Directory Listing Check required print ad sizes.

Payment Information:

Payment is to accompany this signed order form.
☐ **Check** (Make check payable to the Classic Car Club of America and mail to the CCCA)
☐ **VISA** ☐ **MasterCard** ☐ **American Express** (Mail or fax credit card orders to the CCCA)

Credit Card Number _____ Expiration Date _____

Total Due: \$ _____

☐ I agree to all advertising rates and terms on page 2 of this form.

Signature/Title _____ Date _____

Please print your name as signed above

CCCA Sales Representative

Please retain a copy for your records.





Display Advertising Terms and Conditions

1. The acceptance or execution of an order is subject to CCCA's approval of copy, text, display and illustration. Upon acceptance by Publisher, this Agreement shall be binding and cancelable only by mutual agreement on terms acceptable to the Publisher.
2. All cancellations must be submitted in writing before the corresponding issue's space closes. Preferred positions are cancelable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher..
3. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and hold harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
4. Any insertion of advertising made by an agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the publication(s) in which such insertion is to be published.
5. All rates and units of space are subject to change on 60 days' notice unless prepaid in full.
6. Orders for specific units of space and publication(s) of insertions are required at reservation.
7. Orders specifying positions are accepted on a first-come, request basis only.
8. The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers or addresses for inserted material.
9. Orders that contain incorrect rates or conditions will be inserted and charged for at regularly scheduled rates. Such errors will be regarded as clerical.
10. Conditional orders are not accepted by the Publisher until space reservation payment is received.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond the Publisher's control.
12. Rates charged and discounts allowed are subject to short rate or rebate if different from rates or discount earned or space actually used.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the sole judgment of the Publisher, look like editorial pages will be marked "Advertisement."
15. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or for any consequential or incidental damages.
16. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on the Space Reservation, will be binding on the Publisher.
17. As used in this section, the term "Publisher" shall refer to CCCA, its heirs, successors and assigns. The terms of this agreement shall be interpreted according to the laws of the State of Illinois and the United States of America.

To obtain additional information on CCCA advertising rates and specifications packages visit ClassicCarClub.org or contact:

CCCA Headquarters
Telephone:(847) 390-0443
The Classic Car Club of America, Inc. Executive Offices
3501 Algonquin Road
Suite 300
Rolling Meadows, IL 60008

info@classiccarclub.org

Classic Car Club Of America <classiccarclub@aol.com>

