

Rate Card & Insertion Order

Ad Sizes	Width x Depth
Cover	8½" x 11"
Full page	7½" x 10"
Half (vertical)	3¾" x 10" (horiz.) 7½" x 5"
Half island	4¾" x 7½"
1/3 (vertical)	2¼" x 10" (square) 4¾" x 4¾"
1/4 page	3½" x 4¾"
1/6 page	2½" x 4¾"

for bleed ads add ¼" to each side.

Ad rates black & white (per ad)

Per issue	1 time	7 times	Directory Only
Full Page	\$545	\$435	\$605
Half page	\$325	\$270	\$385
1/3 page	\$209	\$182	\$248
1/4 page	\$158	\$138	\$195
1/6 page	\$110	\$110	\$150
Business card	\$75	\$55	\$110

Ad rates 4-color (per ad)

Per issue	1 time	7 times	Directory Only
Full Page	\$875	\$765	\$935
Half page	\$655	\$600	\$715
1/3 page	\$539	\$512	\$578
1/4 page	\$488	\$468	\$525
1/6 page	\$460	\$440	\$480
Business card	\$110	\$90	\$110

Ad rates 2-color (per ad)

Per issue	1 time	7 times	Directory Only
Full Page	\$677	\$567	\$737
Half page	\$457	\$402	\$517
1/3 page	\$341	\$314	\$380
1/4 page	\$290	\$270	\$327
1/6 page	\$262	\$242	\$282
Business card	\$110	\$90	\$110

Special positions (4-color)

Back Cover	\$992 per issue
Inside Front Cover	\$887 per issue
Inside Back Cover	\$851 per issue

Discounts

SCCA member discount - deduct 10%.
 Payment is due 30 days from date of invoice.
 Prepayment discount - deduct 5%.
 Non-members must pre-pay for advertising..
 Recognized ad agencies - deduct 15%.

Name	Title	
Company		
Address		
City	State	ZIP
Phone	FAX	
e-mail	Web site	

Ad size (circle size at left)

Frequency (circle one) 1 time 7 times Directory Only
 Type (circle one) Black & white One-color Four-color

Ad rate _____
 Discounts (if applicable) _____
 Total _____

- I am an SCCA member. Please bill me monthly.
- I am an SCCA member. Payment is enclosed.
- I am not a member. Payment is enclosed.
- Please send membership information to the address above.

Signature _____ Date _____



Fax the insertion order to **949-743-8306**, email to pgruebnau@yahoo.com or mail to SCCA (address below.)

Thank you for your order. Please call if I can be of any assistance.

Pam Gruebnau
 SCCA Editor

847-372-0401

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