



# quattro<sup>®</sup> quarterly

**GENERAL RATE CARD #14  
EFFECTIVE JANUARY 1, 2011**

## **AudiCarClub** OF NORTH AMERICA

PUBLISHER: Audi Club of North America, Inc.  
EXECUTIVE DIRECTOR: Karen Chadwick  
EDITOR: Karen Chadwick

**ADVERTISING MANAGER:** Michael Slaff  
**ADVERTISING MAILING ADDRESS:**  
22 Woburn St., Suite 36, Reading MA 01867  
781-944-3900 (tel); 781-944-3901 (fax)  
michael@131main.com

*Quattro Quarterly* is the Audi Car Club of North America's national magazine. Started in 1986, the Audi Car Club has become one of the world's great automotive enthusiast's organizations.

The magazine is published four times a year and is available to members only... no mystery newsstand readership here... only serious Audi enthusiasts willing to pay \$40 annual dues. Audi Club members look to the magazine as a source of information and entertainment... but they're also looking for products and services for their cars. The ads are as important to the readers as the features.

And, we're more than a magazine, we're a community—members come to trust the advertisers who become part of that community. There is a relationship that develops between advertisers and Club members here that simply doesn't exist in most commercial magazines, or on most websites for that matter.

Most every magazine will claim that their readers are "opinion leaders." Of course, some are and some aren't—but with *Quattro Quarterly* it really IS the case. Club members are clearly the automotive authorities in their worlds and they can become a *defacto* sales force for you... spreading the word to family members, co-workers, and friends.

Advertising in the *Quattro Quarterly* is also one of the last great bargains. The rates are extremely low... you can have a huge presence in this magazine for very little money.

Most of the advertisers you see in *Quattro Quarterly* have been in the magazine for years... and there's a reason for that. Old media or new, there's no audience of pure Audi enthusiasts like this one anywhere else...





# quattro quarterly

## General Advertising Rates

BLACK & WHITE:	1X	2X	3X	4X
Full Page	\$600	\$585	\$570	\$540
2/3 Page	415	405	395	374
1/2 Page	330	322	314	297
1/3 Page	195	190	185	176
1/6 Page	130	126	123	117
COLOR:	1X	2X	3X	4X
Full Page	\$800	\$780	\$760	\$720
2/3 Page	590	575	560	530
1/2 Page	470	458	447	423
1/3 Page	330	322	314	297
1/6 Page	220	213	209	198
COVERS:	1X	2X	3X	4X
Cover 2	\$1,200	\$1,170	\$1,140	\$1,080
Cover 3	1,000	975	950	900
Cover 4	,300	1,268	1,235	1,170

## Mechanical Specifications

AD SIZES:	NON-BLEED	BLEED	TRIM SIZE
Full Page	7¼ x 9¾	8½ x 11	8¼ x 10¾
2/3 Page	4¾ x 9¾	5¾ x 11	5¼ x 10¾
1/2 Page Horizontal	7¼ x 4¾	8½ x 5¾	8¼ x 5¼
1/2 Page Island	4¾ x 7¼	n/a	n/a
1/3 Page Horizontal	4¾ x 4¾	n/a	n/a
1/3 Page Vertical	2¼ x 9¾	3½ x 11	3 x 10¾
1/6 Page Horizontal	4¾ x 2¼	n/a	n/a
1/6 Page Vertical	2¼ x 4¾	n/a	n/a

All sizes are in inches, width x depth

**LIVE AREA ON BLEEDS:** 1/4" in from trim

**PLEASE NOTE:** Hard copy proofs are recommended but not required. *Quattro Quarterly* magazine, however, cannot assume responsibility for printing accuracy or quality without valid hard copy proofs.

**TRIM SIZE:** 8¼" x 10¾"

**BINDING METHOD:** Saddle Stitch

**PRINTING METHOD:** Sheetfed

**COLORS:** CMYK

**RESOLUTION:** 300 dpi

**SCREEN RULING:** 150 line

**DESKTOP FILE FORMATS:**

High-Resolution PDFs

**PRODUCTION SERVICES:**

Design and composition services are available at nominal rates. The deadline for ads requiring production service is five days prior to the space closing.

**BLEED:**

10% additional charge.

**SPECIAL POSITIONS:**

15% additional charge.

**INSERTS & SPECIAL UNITS:** Rates and specifications available upon request.

**COPIES OF MAGAZINE:**

Advertisers receive one checking copy of the issue in which their ad appears. Bulk copies are available at publisher's cost per copy, plus shipping. **Bulk copies must be ordered prior to the space closing.**

**TERMS:** Net 30 days.

## 2011 Space and Copy Closing Schedule

ISSUE	PUB DATE	SPACE CLOSING	MATERIAL CLOSING
Winter	Jan 15	November 12, 2010	November 19, 2010
Spring	Apr 15	February 16, 2011	February 23, 2011
Summer	Jul 15	May 13	May 20
Fall	Oct 15	August 19	August 26

**PLEASE NOTE:** Material closing dates are for finished material only. Advertising requiring production of any kind is required by the space closing.

All insertion orders and advertising materials should be sent to:

**SHIPPING ADDRESS:**

Quattro Quarterly  
Attn: Michael Slaff  
22 Woburn St, Suite 36, Reading, MA 01867  
781-944-3900; michael@131main.com

**FTP INFORMATION:**

Host name: files164.cyberlynk.net (ftp client)  
Username: QQads (case sensitive)  
Password: QQ (case sensitive)  
Important: please send e-mail with notice of the upload to michael@131main.com



# quattro<sup>®</sup> quarterly

## COMMISSION:

1. 15% to recognized advertising agencies. Net 30 days. All orders accepted are subject to credit approval.
2. Advertising agencies are fully responsible for payments of all advertisements ordered through and/or by them. Invoices must be paid in advance of the issue in which your ad will be appearing.
3. Publisher reserves the right to hold advertiser and/or its advertising agency jointly liable for such monies due and payable for advertising in the *Quattro Quarterly*.

## GENERAL CONDITIONS:

1. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and the subject matter contained in its advertisement including (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; (3) any testimonials contained in any advertisement submitted to and published by the publisher. In consideration of the publisher's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher and its sales agency against all loss, liability, damage, and expense of any nature arising out of the copying, printing or publishing of its advertisement.
2. The publisher reserves the right to change rates upon notice at any time.
3. All contents of advertisements are subject to the publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time if for any reason the publisher deems the advertisement unacceptable for publication.
4. Publisher shall not be liable for errors in key numbers or advertiser's directory.
5. Cancellation or changes in orders may not be made by the advertiser or its agency after the space closing date.

## Quattro Quarterly Circulation Breakout

Circulation: 8,700—to members only

### NEW ENGLAND

CT.....	236
MA.....	339
ME.....	21
NH.....	108
RI.....	35
VT.....	44
TOTAL	783

### W N CENTRAL

IA.....	36
KS.....	69
MN.....	340
MO.....	110
NE.....	18
ND.....	9
SD.....	5
TOTAL	587

### W S CENTRAL

AR.....	12
LA.....	23
OK.....	19
TX.....	147
TOTAL	201

### E N CENTRAL

IL.....	564
IN.....	122
MI.....	293
OH.....	312
WI.....	209
TOTAL	1,500

### MID ATLANTIC

NJ.....	313
NY.....	495
PA.....	328
TOTAL	1,136

### SO ATLANTIC

DE.....	22
DC.....	50
FL.....	256
GA.....	185
MD.....	604
NC.....	186
SC.....	52
VA.....	391
WV.....	34
TOTAL	1,780

### MOUNTAIN

AZ.....	78
CO.....	405
ID.....	16
MT.....	20
NV.....	87
NM.....	22
UT.....	128
WY.....	9
TOTAL	765

### E S CENTRAL

AL.....	104
KY.....	52
MS.....	6
TN.....	77
TOTAL	239

### MISC/INT'L.....23

### PACIFIC

AK.....	8
CA.....	1,245
HI.....	12
OR.....	148
WA.....	350
TOTAL	1,763

**TOTAL CIRCULATION: 8,777**