

York County Corvette Club
Monthly Newsletter – “Vette Gazette”

Advertising – Information & Rates

Background & Opportunity:

The Vette Gazette is the official monthly newsletter of the York County Corvette Club and is an excellent and cost-effective way for your company or organization to reach a unique and very desirable demographic in South Central Pennsylvania.

With nearly 170 members owning over 150 Corvettes, YCCC is one of the largest Corvette clubs in the East. Our members represent the entire spectrum of Corvette ownership experience, from those simply interested in the social aspect of driving America’s favorite sports car to many that are diehard automotive enthusiasts.

The “Vette Gazette” is published monthly and is emailed to each member’s household so that it arrives on the 1st weekend of the month. It is also available to members on the YCCC website. www.yorkcorvetteclubpa.net. Emailed copies are also distributed to many other Corvette Clubs in our region reaching well over 3,000 individual Corvette owners.

Rates/Specifications:

All quoted rates are for B&W print/and color electronic copies.

Ads must be submitted electronically in “camera-ready” format (.jpg, .pdf, etc..) to ycccpublishers@gmail.com

Half Page (5 ½” H x 8 ½”W)

12 Months: \$350.00

Quarter Page (5 ½” H x 4 ¼” W)

12 Months: \$250.00

1/8 Page (2 ¼” H x 4 ¼” W)

12 Months: \$150.00

Business Cards (2”H x 3 ½” W)

3 Months: \$30.00

12 Months: \$100.00

All dimensions are approximate with final dimensions determined by newsletter layout.

Deadlines/Changes/Approvals

Deadline for all upcoming ad submissions, including any change to currently running ads, is the 20th of the current month (e.g. deadline for October placement would be September 20th). Multi-frequency ads will automatically be carried over from previous submissions if no changes are submitted. All potential ads need to be approved by the advertising committee.

Terms

Payment for all ads are due in full prior to as placement. Make all checks payable to “YCCC”.

Business Precedence

Once an ad is approved for insertion into the newsletter, we will make every attempt to allow for business precedence during the time this ad is running. No other like business can advertise unless approved by the advertiser and ad committee.

Mail Check and copy to:

York County Corvette Club
P.O. Box 3033
York, Pa 17402