



Schatten Rappen' Newsletter
Schattenbaum Region Porsche Club of America

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ADVERTISING INFORMATION

Schatten Rappen' is the official newsletter of the Schattenbaum Region Porsche Club of America. It is published several times a year (Jan. - Nov.) with a targeted distribution of approximately 500 Porsche enthusiasts primarily located in Southwestern New Jersey (Trenton region south to Salem County) and Bucks County, Pennsylvania.

Publication details: *Schatten Rappen'* is sent to members via email as an e-newsletter. The e-newsletter format includes color photos, graphics and advertisements. The e-newsletter is available to the general public as a downloadable digital file (PDF) from the Schattenbaum Region PCA web site: www.schattenbaum.org

Advertising restrictions: Club members can advertise any goods or services. Advertisements from non-members are generally limited to automobile-related goods or services. Ads may be subject to approval by the Club Board.

Advertising rates: Advertising space can be purchased on a monthly or yearly basis. There are discounts for those who advertise in our newsletter and on our website.

| Ad size: | No larger than: | Monthly rate: | Yearly rate: (11 issues) |
|---------------|-----------------------|---------------|--------------------------|
| Business card | 3.5" Wide X 2.0" High | \$ 10.00 | \$100.00 |
| 1/4 page | 3.5" W X 4.75" H | 30.00 | 300.00 |
| 1/2 page | 7.5" W X 4.75" H | 55.00 | 500.00 |
| Full page | 7.5" W X 10.0" H | 100.00 | 975.00 |

File formats: Ads should be copy-ready and sized according to the information above. TIFF or JPG formats at no less than 300 DPI are preferred. A PDF or MSWord.doc file is acceptable. If you need assistance or suggestions in preparing your advertisement, please contact the Editor.

Deadline: The deadline for submission of all materials (including ads) is the 10th of the month preceding the up-coming issue (e.g., Jan. 10th for the February issue).

Invoices and payments: Invoices are issued by our Treasurer, Tom Stolz. All payments (checks) should be made payable to "Schattenbaum Region PCA" and sent to: Tom Stolz, 48 Sullivan Road, Flemington NJ 08822. Contact Tom by email: treasurer@schattenbaum.org **Payment may also be sent via PayPal:** president@schattenbaum.org

Additional information: Advertisements placed in the newsletter do not constitute an endorsement from the Club, the Editor or the Board. For additional information please contact Schattenbaum at sponsor@schattenbaum.org





Schattenbaum Region Website
www.schattenbaum.org, sch.pca.org
Schattenbaum Region Porsche Club of America
Daryle Seidman, Webmaster
webmaster@schattenbaum.org

ADVERTISING INFORMATION

Schattenbaum Region PCA operates a website publicly accessible via the internet. This widely accessible medium presents advertising opportunities for approved participants/donors. The target market potential for a web-based advertisement is not limited to the membership of any one PCA region. As with any web-based advertisement, anyone in the world can potentially be exposed to these advertisements. The benefit of search engines, and our direct-linked relationship to the national PCA website, presents a good avenue for traffic to our website.

Advertisement Options & Rates: Schattenbaum Region PCA, offers three advertising plans:

| Plan Name | Description | Price |
|-----------|---|------------|
| Bronze | <p>Includes a graphic banner with a hyperlink to your site, on our web site's sponsors/donors page</p> <ul style="list-style-type: none"> • Pros: Inexpensive. Benefit of world-wide web exposure. • Cons: People have to navigate to the sponsors/donors page to see your advertisement | \$150/year |
| Silver | <p>Includes bronze offering PLUS a graphic banner with a hyperlink to your site, on our web site's homepage, which appears in a donors frame/window, where all Silver donors <u>rotate in turns</u>.</p> <ul style="list-style-type: none"> • Pros: Higher visibility because your advertisement is on the homepage; forced viewing basically. Benefit of world-wide web exposure. • Cons: Although homepage placement, there are still restricted views because they are "sharing" a sponsors/donors frame/window. | \$300/year |
| Gold | <p>Includes bronze offering PLUS a graphic banner with a hyperlink to your site, on our web site's homepage, in a fixed position that is always there.</p> <ul style="list-style-type: none"> • Pros: The best advertising possible offering homepage placement and always- available views. Benefit of world-wide web exposure. • Cons: There are none | \$500/year |

Banner Detail: Schattenbaum Region PCA will require website donors to provide a graphic banner in a size standard needed for our website (exceptions handled only where absolutely necessary).

1. Banners to be displayed on the [sponsors/donors](#) page as well as banners to be displayed in the shared sponsors/donors window on the [homepage](#) (Silver plan).
(participants in Bronze, Silver and Gold will need this)
Height 60 pixels x Width 468 pixels

sample



2. Banners to be displayed in a fixed location on the [homepage](#) (Gold plan):
Height 160 pixels x Width 160 pixels

samples



File formats: Most any file format, typical to images, will be acceptable. Remember to have at least 300dpi resolution. You want your ad to look good.

Advertisement Period: Banner advertisements are sold on an annual basis, and therefore can be started at any time. Our systems will manage their expiration date and email you prior to expiration as a reminder for renewal.

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Additional information:

- Website advertising available on a yearly basis only.
- Web advertisers will get a 10% discount on newsletter advertisements.
- Newsletter advertisers will get a 10% discount on website advertisements.
- Banner link usage statistics emailed upon request.

If you are interested in advertising, please email us at sponsor@schattenbaum.org