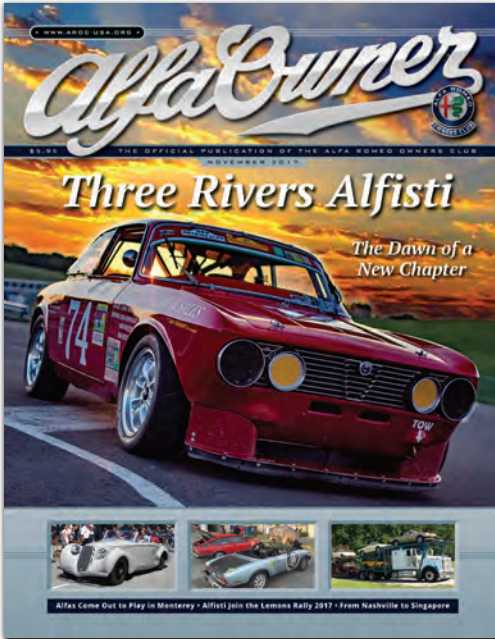


Alfa Owner

A passion worth tapping into...



Since 1958, Alfa Owner has delivered news, history, tech tips, buying hints, restoration how-to's, member travel tales and more.

The official publication of the Alfa Romeo Owner's Club with over 5,000 members. Alfa Owner reaches a uniquely qualified audience of owners, enthusiasts and gearheads through their print magazine, website, e-mail blasts and social media.

We have readers, viewers and followers from all 50 states, and numerous countries worldwide who are passionate for their cars, style, beauty, romance, and so much more!

READER SURVEY:

50% are actively planning to purchase:
a vintage Alfa/new tires/tools/
performance parts & accessories,
restoration and/or race prep products.

39% plan to purchase a new Alfa Romeo.

33% own two or more Alfa Romeos.

72% have a six-digit income or higher.

50% travel more than 21 days a year.

64% maintain one or more classic car insurance policy.



Advertising in Alfa Owner offered by Classic Ads, USA
classicads.us • T: 256-729-6288 M: 954-579-5280 E: sharon.spurlin@classicads.us

We are Alfa owners. We don't just own the cars...

We own the marque, the pride, the panache.

We own the speed, the sounds, the joy.

We live the passion.

We own Alfa in ways other marque owners cannot touch.

Its DNA is our DNA.

WE GUARD THE LEGEND!



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Advertising Rates & Sizes

SIZE	(size - w. x h.)	1X	3X	6X	12X
FULL PAGE NON-BLEED	(7.125" x 9.75")	\$490	\$450	\$410	\$370
1/2 PAGE HORIZONTAL	(7.125" x 4.75")	\$280	\$260	\$240	\$220
1/2 PAGE VERTICAL	(3.5" x 9.75")	\$280	\$260	\$240	\$220
1/3 PAGE SQUARE	(4.75" x 4.75")	\$250	\$230	\$210	\$190
1/3 PAGE VERTICAL	(2.25" x 10")	\$250	\$230	\$210	\$190
1/4 PAGE VERTICAL	(3.5" x 4.75")	\$175	\$160	\$150	\$140
1/4 PAGE HORIZONTAL	(4.25" x 3.25")	\$175	\$160	\$150	\$140
1/6 PAGE VERTICAL	(2.25" x 4.75")	\$150	\$140	\$130	\$120
1/6 PAGE HORIZONTAL	(4.75" x 2.25")	\$150	\$140	\$130	\$120
1/12 PAGE	(2.25" x 2.25")	\$75	\$70	\$65	\$60
Business Card	(3.5" x 2")	\$75	\$70	\$65	\$60

FULL PAGE BLEED: (8.625" x 11")
 FULL PAGE TRIM: (8.375" x 10.75")

ARTWORK:

Published at 150 Line Screen. 300 dpi
 PDF or high-res JPG, CMYK Color
 Send artwork by e-mail or wetransfer.com

ANNUAL DISCOUNT

2% discount for annual agreement
 with full payment upfront.

COVERS

Back - \$980, Inside Front or Back - \$890
 Preferred position - 10% additional charge.

ARTWORK CHARGES:

\$60 per hour, 1/2 hour minimum.



Advertising Deadlines

Issue	Space Deadline	Artwork due	In Homes
Mar '18	Jan 15	Jan 22	Feb 20
Apr '18	Feb 15	Feb 22	Mar 20
May '18	Mar 15	Mar 22	Apr 20
June '18	Apr 16	Apr 20	May 20
July '18	May 15	May 22	June 20
Aug '18	June 15	June 22	July 20
Sept '18	July 16	July 20	Aug 20
Oct '18	Aug 15	Aug 22	Sept 20
Nov '18	Sept 14	Sept 21	Oct 20
Dec '18	Oct 15	Oct 22	Nov 20
Jan '19	Nov 15	Nov 21	Dec 20
Feb '19	Dec 14	Dec 20	Jan 20

PUBLISHER: All advertisements are subject to acceptance by publisher. All advertisements are accepted and published on the representation that agency and advertiser are authorized to publish the entire contents and subject matter thereof. The advertiser and agency will indemnify and hold the publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism, or copyright infringement. Publisher shall not be subjected to any liability whatsoever for failure to publish or circulate all or any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances outside the control of the publisher. If for any reason an acceptable advertisement is not run, the liability of the publisher is limited to running it in the next available issue. Publisher is not responsible for errors in key numbers or other type set by the publisher. When changed copy is not received by the closing date, copy run in previous issue will be inserted. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold. 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, including all costs and attorney fees to recover such monies. Publisher reserves the right to change rates and specifications at any time.

CANCELLATION POLICY: Changes or cancellations must be made on or before the space reservation deadline for available issue. Unless otherwise scheduled, contracted advertisers who wish to submit new materials must do so by the materials deadline or ad will run as published in previous issue. short rate will be charged for all incomplete contracts.

TERMS: Net 30 days upon billing (10% per month late fee for all outstanding balances). Credit must be approved before credit terms are applicable. For first-time advertisers, a full payment is required and is due by the materials deadline.

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ALFA ROMEO OWNERS CLUB WEBSITE ADVERTISING

HOME PAGE

Membership The Club The Cars Library Classifieds Forums Merchandise

Welcome to the Official
ALFA ROMEO OWNERS CLUB WEBSITE

HOME PAGE TOP BANNER AD

 The Alfa Romeo Owners Club is a national organization supported by 47 local chapters, with members in all 50 states, and throughout the world. Our mission is to promote the appreciation of the many facets of Alfa Romeo ownership.
BECOME A MEMBER

HOME PAGE LOWER BANNER AD

WIDGET #1

WIDGET #2

RT. SIDE TOP FOOTER

RT. SIDE LOWER FOOTER

www.AROC-USA.org

- **6000+** page views per month
- **1600+** unique users per month

Complementing the printed page, digital media reaches members and non-members thru AROC-USA.org, Facebook, Twitter, Instagram and E-blasts. The freshly redesigned web site features the latest news from the Alfa Romeo marque, from our own national organization and from our 45 chapters across the U.S. The site hosts member forums, photo galleries, information libraries, classifieds and provides the link between an engaging printed magazine and a diversified digital footprint. Our top tier packages offer you several digital opportunities to tap into the realm of passionate Alfa owners and enthusiasts. Let's talk!

- **HOME PAGE TOP BANNER AD**
\$200/month (1050 x 200 pixels)
- **HOME PAGE LOWER BANNER AD**
\$175/month (1050 x 200 pixels)
- **HOME PAGE WIDGET AD #1**
\$100/month (300 x 175 pixels)
- **HOME PAGE WIDGET AD #2**
\$50/month (300 x 175 pixels)
- **EVERY PAGE RIGHT SIDE TOP FOOTER AD**
\$150/month (600 x 100 pixels)
- **EVERY PAGE RIGHT SIDE LOWER FOOTER AD**
\$125/month (600 x 100 pixels)

