

CCOA Advertising Policy  
Adopted 5/19/2016

**Responsibilities:**

**Editor/Publisher (Thierry Frisch)**

Provide specifications for ad submissions

**Assistant Editor/Advertising Rep. (Kamran Waheed):**

Communicate with interested parties

Determine/Negotiate Price

Obtain Newsletter-ready copy

Advise Finance Director of sale

**Finance Director (Mike Brown)**

Issue & Collect invoice

**Rates & Rules:**

1. Rates may be waived for Cougar-specific advertisers who support the CCOA with reciprocal advertising or discounts for CCOA members.
2. Advertisements must be related to the automotive hobby and deemed of value or interest to the members.
3. Ads may not state or imply CCOA endorsement without express, prior authorization.
4. The CCOA may reject any advertisement in its sole discretion.
5. Display Rates:

	<u>Color</u>	<u>Black &amp; White</u>
<b>Inside covers</b>	\$225	\$200
<b>Full page</b>	\$200	\$175
<b>Half page</b>	\$125	\$100
<b>Quarter page</b>	\$75	\$60
<b>Eighth page/Business card</b>	\$50	\$35

Prices are per issue. Ads are in color on all pages for the electronic version at no extra charge.

Classified Ads (up to 100 words) – Free to members, 10¢/word per issue for nonmembers.