



CORSA Communique Advertising Rates and Terms

This page provides rates and terms for placing advertisements in the CORSA Communique magazine. To proceed, contact CORSA Executive Secretary Paul Bergstrom at corcluboffice@gmail.com. Layout questions should be addressed to CORSA Executive Editor Don Keefe at communique@corvair.org

Advertising Rates and Terms

Display rates:	Single Insertion	Six Months
Full page	\$405	\$2,025
1/2 page	\$205	\$1,025
1/3 page	\$145	\$725
1/4 page	\$120	\$600
1/6 page	\$90	\$450
1/8 page	\$75	\$375

Six month rate is a discount for prepaid space reservation in consecutive issues or alternating issues during a one-year period. It effectively gives a 1/6 discount for regular patronage. Ad shape or content may be changed monthly. Inquire about special positions, covers, or color.

Specifications:

Basic display rates assume camera-ready copy: typeset, art in place. Halftone screens no finer than 133 line. Digital files should be in Adobe Acrobat (PDF) format; negatives ready for stripping or RC slicks and pasteups are also acceptable. Actual published sizes as follows:

	(width x height, inches)		
Full page	7-1/2 x 9-7/8	--	--
1/2 page	3-9/16 x 9-7/8	4-7/8 x 7-1/8	7-1/2 x 4-3/4
1/3 page	3-9/16 x 6-3/8	4-7/8 x 4-3/4	2-5/16 x 9-7/8
1/4 page	3-9/16 x 4-3/4	4-7/8 x 3-9/16	7-1/2 x 2-3/8
1/6 page	3-9/16 x 3-1/16	4-7/8 x 2-1/4	2-5/16 x 4-3/4
1/8 page	3-9/16 x 2-1/4	4-7/8 x 1-11/16	2-5/16 x 3-9/16

Not all sizes fit in all sections of the magazine. If you have a preference, match ad size to column width or inquire regarding limitations. If copy is not camera ready, we will compose and set from typed copy and supplied art. There is no charge for regular accounts. Send sketch of ad for price quote on layout.

Deadlines:

Published monthly for delivery about the first day of issue month. The deadline for advertising is 42 days preceding the issue cover date (e.g. April 20 for the June *Communique*).

Billing Terms:

Full payment must accompany each ad for space and production costs until credit is approved. Visa, MasterCard, Discover, and American Express cards are accepted. Make checks payable to Corvair Society of America. Customers with approved credit are billed every three months. A 1% discount is available for those who pay within 10 days of invoicing; 1.5% monthly fee is applied to bills not paid in 30 days.