



Vette Gazette

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 200 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 via our website at www.york-vette.org. 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 smacjones@comcast.net

Half Page (5.50”H x 8.50”W)

12 Months: \$350.00

Quarter Page (5.5”H x 4.25”W)

12 Months: \$250.00

1/8 Page (2.25”H x 4.25”W)

12 Months: \$150.00

Business Cards (2.00”H x 3.50”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 ad placement. Make all checks payable to “YCCC”.

Contact

Questions regarding content or layout can be sent to smacjones@comcast.net

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 advertiser and ad committee.

Mail check and copy to:

**York County Corvette Club
PO Box
York, PA 17402**