



Der Gasser

The Newsletter of the Riesentöter Region,
Porsche Club of America, Inc.

Advertising Rate Card 2010-11

Publishes six times per year

Ad Space	Dimensions	Prepaid for 2 issues in 2010	Prepaid for 8 issues in 2010-11
Business Card	3.5" wide by 2.0" high	\$165	\$600
¼ Page	3.375" wide by 4.625" high	\$250	\$965
½ Page	7.0" wide by 4.625" high	\$335	\$1,200
Full Page	7.0" wide by 9.5" high	\$585	\$2,250
Inside Front Cover	7.0" wide by 9.5" high	\$835	\$3,250
Inside Back Cover	7.0" wide by 9.5" high	\$835	\$3,250
Back Cover 1/3 Page	7.0" wide by 4.625" high	\$335	\$1,200

Terms

- Payment must be received 30 days before the start of the period
- Artwork for new ads must be received 45 days before publication date
- Back cover page is sold as available
Current advertiser must remain paid ahead to hold this premium position
- Advertisers receive free copies each month

Demographics

- Monthly circulation to more than 1,500 Delaware Valley Porsche enthusiasts plus their families & friends
- Average 1.3 Porsches owned per member *
- Nearly 25% of members plan to buy a Porsche in the next 12 months *
- More than 80% of members have a college or advanced degree *
- More than 60% of members earn at least \$150,000/year
- More than 75% of members work full-time

* Riesentöter member survey, April 2010

Information and Bookings Contacts

Ad Placements – editor@rtr-pca.org

Invoicing – treasurer@rtr-pca.org