

# Vintage Chevrolet Club of America

(revised and effective April 2018)

## How to Submit a G&D Display Ad

1. All display ads must be camera ready to correct size. No typewritten or photocopies accepted.
2. Print resolution must be 300 dpi. PDF file formats preferred, but jpeg and tiff files are accepted.
3. Please note: No tear sheets are provided. You may purchase single copies of the G&D by sending \$5.00 for each issue desired.
4. The Vintage Chevrolet Club of America is not responsible for any transactions made through our advertising sections. We reserve the right to refuse advertising to any individual or business whose advertising we feel is detrimental to the VCCA and its chapters or its members.
4. Questions about artwork? Contact Steve & Lucy Blakey, G&D art directors at [bbdesign@mindspring.com](mailto:bbdesign@mindspring.com)
5. Payment must accompany all display ads. Make checks payable to: Vintage Chevrolet Club of America (VCCA)

For further information, contact  
Franklin Gage  
2A Crescent Rd.  
Greenbelt, MD 20770  
Phone: 703-869-8434  
E-mail: [f.gage@hotmail.com](mailto:f.gage@hotmail.com)

## 2018 G&D Deadlines

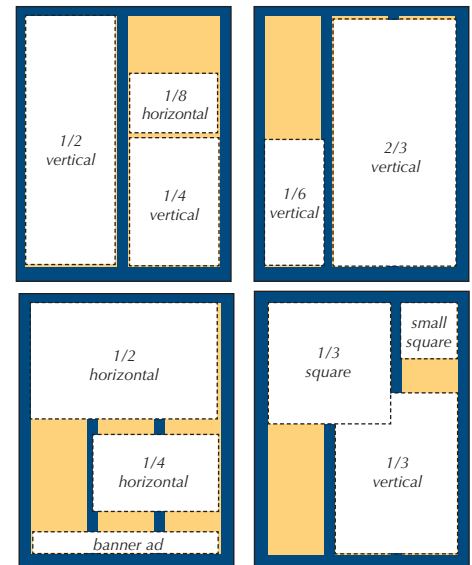
Ad(s) must be received by date listed for inclusion in corresponding issue. If your ad does not appear, you missed the deadline. Watch for your ad in the next *Generator & Distributor*.

Issue	Reservation Deadline	Artwork Deadline
January	November 1	November 5
February	December 1	December 5
March	January 1	January 10
April	February 1	February 10
May	March 1	March 10
June	April 1	April 10
July	May 1	May 10
August	June 1	June 10
September	July 1	July 10
October	August 1	August 10
November	September 1	September 10
December	October 1	October 10

## Generator & Distributor Sizes and Rates for Display Ads

Position/Size	Width/Height	B/W	Full-Color
Full page	8.5" x 11"	\$395	\$550
2/3 page vertical	5" x 10"	\$240	\$365
1/2 page horizontal	7.5" x 5"	\$195	\$295
1/2 page vertical	3.5" x 9.5"	\$195	\$295
1/3 page vertical	5" x 7"	\$130	\$185
1/3 page square	5" x 5"	\$130	\$185
1/4 page horizontal	5" x 3.2"	\$95	\$140
1/4 page vertical	3.2" x 5"	\$95	\$140
1/6 page vertical	2.5" x 5"	\$65	\$90
1/8 page horizontal	3.5" x 2.25"	\$55	\$70
Banner ad (horizontal)	1" x 7.2"	\$55	\$70
Small square	2.25" x 2.25"	\$50	\$65

\*A 10% discount will be applied when submitting and pre paying a display ad for 12 consecutive issues.



**1/4" Safety Guide** →  
No text beyond this line.

**8.5" x 11" Trim Edge** →  
This is the actual cut line of the final trim size.

**1/8" (.125") Bleed** →  
To ensure that ink coverage goes to the final trim size, extend any art, pictures, or other graphics to at least .125" beyond the trim edge to this point.

### G&D Full Page Ads (Trim, Bleed, Safety)

**Trim** 8.5" x 11"

**Bleed** 8.75" x 11.25"  
at least 1/8" extended beyond trim edge on all sides

**Safety** 8" x 10.5"  
text and images placed 1/4" inside of trim on all sides