



# The Cadillac & LaSalle Club, Inc. 2018 Advertising Prices

The Self-cadillaclasalleclub.org Starter

INTERNATIONAL MEMBERSHIP  
DIRECTORY

cadillaclasalleclub.org

## Double Spread

THE SELF-STARTER	15.75 x 9.625"
Bleed trim size	17 x 11"
Directory	15.75 x 9.625"
Bleed trim size	16.75 x 10.75"

## Full Page

THE SELF-STARTER	7.25 x 9.625"
Bleed trim size	8.5 x 11"
Directory	7.25 x 9.625"
Bleed trim size	8.375 x 10.75"

## 1/2 Page

THE SELF-STARTER	7.25 x 4.75"
Bleed trim size	8.5 x 5.5"
Directory	7.25 x 4.75"
Bleed trim size	8.375 x 5.1875"

## 1/3 Page

THE SELF-STARTER	2.25 x 9.625" or 4.75 x 4.75"
Directory	2.25 x 9.625" or 4.75 x 4.75"

## 1/6 Page

THE SELF-STARTER	2.25 x 4.75" or 4.75 x 2.25"
Directory	2.25 x 4.75" or 4.75 x 2.25"

## Business Card

THE SELF-STARTER	3.5 x 2"
Directory	3.5 x 2"

**Note:** If using automobile images in your ad, they must reflect the Cadillac or LaSalle marques. All artwork must be submitted as a press-ready PDF or as a 300 dpi JPEG file at actual size. Full- and one-half page bleed is 1/8" in THE SELF-STARTER, 1/4" in the Directory.

## Deadlines

### THE SELF-STARTER Space Reservations

20th day of the month two months prior to the issue month  
(i.e.: November 20 for the January issue).

Materials due last working day of the month

### 2019 International Membership Directory Space Reservations

Friday, August 10, 2018

Materials due Friday, August 31, 2018

**THE SELF-STARTER:** The premier Cadillac collector magazine, serving over 6,700 members of the Cadillac & LaSalle Club, who own over 18,000 classic cars.

The annual **International Membership Directory** is published every November and includes Cadillac

& LaSalle Club and CLC Museum history, lists of members' cars and full-color advertising.

We have advertising and/or sponsorship availabilities on our website, **cadillaclasalleclub.org**. Stats and prices on website activity are available upon request.

Size Options All full color	SS/Directory		Website Home Page
	1x-6x	7x-11x	
Full Page	\$ 915	\$775	\$50*
1/2 Page	575	505	40*
1/3 Page vertical or square	400	365	35*
1/6 Page vertical or horizontal	190	165	25*
Business Card	150	130	N/A
Premium Positions			
Cover 2	\$ 2,250	\$ 1,915	
Cover 3	2,000	1,700	
Cover 4	2,350	2,115	
Double Spread	1,790	1,610	
Double Spread—Cover 2	3,000	2,700	
Double Spread—Cover 3	2,500	2,250	

*\*Advertiser must purchase a multiple rate package to qualify. Options for banners are available by contacting Dave Leash.*

## CLC Sponsorships

Any advertiser who sponsors any CLC event in any way will receive their linked logo on the Sponsorship page at **cadillaclasalleclub.org**

For more information and to place your ad, contact

### Dave Leash

Integrated Advertising Sales Director

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