



The Cadillac & LaSalle Club, Inc. 2019 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"

Outer Wrap

THE SELF-STARTER	7.25 x 6.5"
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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 (except as noted)

SS/Directory

1x-6x

7x-11x

Website Home Page

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
Outer Wrap (black/white only)	350	250	N/A

Premium Positions

Cover 2	\$ 2,250	\$ 1,915	Ask about other ways to advertise your company!
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.

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 business day of the month

2020 International Membership Directory Space Reservations

Friday, August 9, 2019

Materials due Friday, August 30, 2019

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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