



LOUD PEDAL

The Official Magazine of Oregon Region Sports Car Club of America

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1260 NE 20th, Gresham, OR 97030

*Display Advertising	Height	Width	Open	3x
Full Page (+ 1/4" Bleeds)	10.5-in.	8.375-in.	\$320/issue	\$265/issue
1/2 Page Tall	7.5-in.	4.944-in.	\$206/issue	\$186/issue
1/2 Page Wide	5-in.	7.5-in.	\$186/issue	\$166/issue
1/3 Page Square	4.875-in.	4.944-in.	\$160/issue	\$145/issue
1/3 Page Column	10-in.	2.389-in.	\$160/issue	\$145/issue
1/4 Page Wide	3.75-in.	4.944-in.	\$85/issue	\$80/issue
1/6 Page Column	5-in.	2.389-in.	\$65/issue	\$58/issue
1/6 Page Wide	2.5-in.	4.994-in.	\$65/issue	\$58/issue
Back Cover (color ad only)	10.5-in.	8.375-in.	\$480/issue	\$450/issue
Front Inside Cover	10.5-in.	8.375-in.	\$370/issue	\$345/issue
Double-truck Inside Front Cover	10.5-in.	8.375-in.	\$636/issue	\$580/issue
Back Inside Cover	10.5-in.	8.375-in.	\$370/issue	\$345/issue

Display Classified Rates** 1-in. min, 2.375-in. \$15/inch/issue \$10/inch/issue

Text Classified Rates (Comm.) \$10 for first 20 words, then 10-cents per word thereafter.

** Price is specified on a per-column-inch basis. Each column measures 2.375" wide x up to 10" tall (3 column classified ad layout).

Notes

Print Ad Specifications:

All ads should be submitted electronically, either via the internet, on CD, or by other arrangement with the publisher.

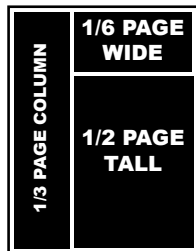
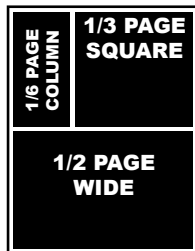
Acceptable file formats:

Press-ready PDFs (300 dpi), TIFF (300 dpi), Illustrator 10/CS (fonts converted to paths), or EPS (300 dpi, all fonts converted to paths). Word, Paintbrush, PowerPoint and other non-listed imaging and design tools may require a service fee to convert to an acceptable format. Please check with publisher for conversion rates before submitting.

***Advertising Options Color Add 20% to rates listed above, except for Back Cover.**

Preferred Positioning: Add 15% (if available).

Ad design or prep services: \$50/hour (when applicable).



Title Information:

Loud Pedal is the official membership magazine of the Oregon Region Sports Car Club of America (SCCA) and has been published for over 42 years. 1,800+ copies distributed monthly (5,000+ in June, for membership promotion issue)Loud Pedal has been recognized by the national SCCA as the best jumbo-region publication for 2004. National SCCA membership is approximately 65,000.

Membership Demographics:

- 80% of SCCA members own their own home or condominium.
- 50% own three or more vehicles (4.6 average).
- Over 60% of members hold professional and/or managerial occupations.
- 65% hold college degrees.
- 89% have annual household income over \$50,000.
- Median annual household income is \$98,500.
- Average annual household income is \$105,800.
- Median Age is 43.8 years.
- 57.5% are 15-49 years.
- 48.1% are 30-49 years.
- 79.1% are male.
- 66.8% are married.

Source: 2003 SCCA national membership survey

AD INSERTION AGREEMENT

LOUD PEDAL

Official Magazine of the Oregon Region SCCA

Client: _____

Contact: _____

Address: _____

Billing: _____

Phone: _____

FAX: _____

FREQUENCY: [] 1X [] 3X or more

FIRST ISSUE: _____ LAST ISSUE: _____

SIZE: [] 1 PAGE [] 1/2 P [] 1/3 P [] 1/6 P [] _____

OPT: [] COLOR [] HORIZ. [] PLACEMENT: _____

INSERTION RATE: \$ _____

OTHER CHARGES or DISCOUNTS: \$ _____

TOTAL: \$ _____ X _____ = \$ _____

1. All advertisements must be approved by the publisher before they are deemed acceptable for publication in Loud Pedal. Publisher must see proofs of insert galleys before acceptance for publication.

2. Advertisements appearing in Loud Pedal must be truthful and forthright and must represent responsible firms and/or individuals.

3. Frequency rates are based on total number of insertions contracted for and used in consecutive issues.

4. Advertisers shall have the right, at their option, to terminate this contract at any time after having used space hereunder by written notice to the publisher and by paying the publisher within 30 days after invoice date all sums due for space actually used at the actual rate earned.

5. Cancellation of ads by advertisers shall not be effective unless written notice of cancellation deadline as set forth in the applicable Publisher's Rate Card. Cancellation of any portion of an advertising contract on behalf of the advertiser automatically nullifies and rate protection and any preferred position reservation on the remainder of the contract.

6. Publisher shall have the right, at his option, to terminate this contract at any time by written notice to advertiser, in which event advertiser shall pay for space actually used at the rate set forth on the face of this contract. If a space has been deducted in paying for prior insertions on a contract cancelled by the advertiser or publisher, the advertiser and/or its agency shall reimburse the publisher for any difference between the rate paid and the rate earned.

7. Publisher shall have the right to terminate this contract at any time, with or without notice to advertiser, for non-payment of bills at due date, or because the minimum amount of space herein contracted for is not used by advertiser within the time or times stated in this contract.

8. Publisher reserves the right to revise its advertising rates at any time. A new rate immediately applies to business not previously covered by a formal contract specifying space to be used and dates of insertion. Advertisers already covered by a formal order (contract) may receive rate protection only for advertising appearing in the next three issues published after the date the new rates become effective. Advertiser may terminate this contract on the date the new rates become effective, provided that prior to

said effective date advertiser gives publisher written notice of such termination, and in the event of such termination, shall be liable for space used at the rate set forth on the face of this contract and not at the actual rate earned.

9. Advertiser warrants and represents that any material submitted to publisher is original, does not violate any law or infringe the copyrights, trademark, trade names or patents of any other person, and contains no matter which is libelous, an invasion of privacy, an unlawful appropriation of the names or likeness, or is otherwise injurious to the rights of any other person, and that advertiser has obtained all necessary consents prior to submission to publisher. Advertiser assumes all liability for all content of ads printed and advertiser agrees to indemnify and hold harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by the advertiser

10. Advertising orders specifying pages or directing insertion of advertisements in position with the proviso "or omit" will not be accepted. Any provision in an ad order specifying or barring the use of any page because of the kind of news or ad on that page, on its reverse side or on the facing page, will not be legally binding upon publisher, but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid," and changes of ads must be given in writing. No oral agreements will be recognized.

11. In the event of any error in printing or other inadvertent publication of an advertisement, Publisher's liability shall not exceed the cost of the space occupied by the error. Advertiser must notify the publisher of the error in time to enable publisher to make the correction before the second insertion. Credit, if allowed, shall be for the first insertion only and may be given in the form of republication of the corrected ad. No adjustment will be made where advertiser or its agent is responsible for the error. Under no circumstances shall the publisher be liable for consequential damages of any kind.

12. Publisher will not be liable for any failure to print, publish or circulate all or any portion of any issue if such failure is due to acts of God, strikes, accidents, or other events beyond Publisher's control. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its owners, directors, officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of an advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy copyright infringement, or plagiarism.

PAYMENT OPTION:

[] Check (# _____) [] Bill

I do hereby certify that I am authorized to make and execute this contract for advertising on behalf of the Client named above:

Signature: _____ Date: _____

Print Name/Title: _____