

provinz

THE JOURNAL OF UPPER CANADA REGION OF THE PORSCHE CLUB OF AMERICA

ADVERTISING

Elliot Alder, UCR Advertising Manager

For Great Advertising Opportunities With North America's Top Award Winning PCA Publication Contact: advertising-sales@pcaucr.org
Phone: 647-299-9234

Provinz is the monthly newsletter of the Upper Canada Region (UCR) of the Porsche Club of America (PCA). We're the award-winning high-quality, colour publication enjoyed by over 4000 members as a membership benefit. We provide valuable news and reports on club activities and feature articles related to Porsches and our members. The 12 monthly issues of *Provinz* are a primary means of communication with the club's affluent and ever-growing membership.

Why Advertise With UCR?

Our club members generally have a high level of discretionary income and enjoy investing in the finer things in life. This is evidenced by the high percentage of members owning classic or late model Porsche cars. They truly value high quality and are willing and able to pay for it.

Key Reasons To Advertise With UCR:

- Advertising in *Provinz* keeps you in front of members.
- *Provinz* puts you in front of a niche elite audience.
- *Provinz* is a valued resource for services and products related to member's cars, homes, lifestyle, etc.
- *Provinz* has a targeted audience unavailable anywhere else.
- *Provinz* offers unmatched value for your ad dollars.
- *Provinz* advertisers get FREE classified ads on UCR website
- *Provinz* advertisers get free links cycled to their home pages
- Members often share their copy of *Provinz* with other car enthusiasts, expanding the audience.
- Members keep their copies of *Provinz* for future reference, ensuring your ad is seen again and again.
- *Provinz* reaches many non-members who frequent local automotive service facilities and events.

provinz

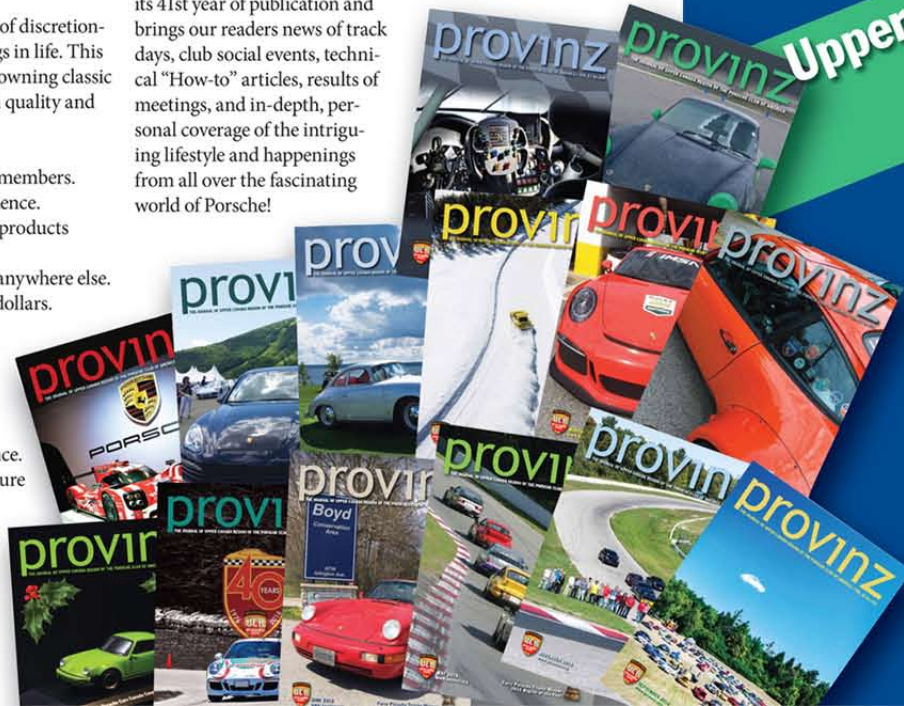


What about UCR and PCA?

Upper Canada Region, chartered in 1976, is a 40-year-old not-for-profit corporation and is a member of the Porsche Club of America. UCR is now the largest and fastest-growing region out of the Porsche Club of America's 144 regions in North America. In total, PCA has over 120,000 members.

What about Provinz?

Provinz is published 12 times annually, is now in its 41st year of publication and brings our readers news of track days, club social events, technical "How-to" articles, results of meetings, and in-depth, personal coverage of the intriguing lifestyle and happenings from all over the fascinating world of Porsche!



The largest & fastest growing region in the PCA!

Upper Canada Region Celebrating Over 40 Years!

Along with the online version of *Provinz*, UCR is also on social media. Are you? Follow us on Facebook, Twitter and Instagram

Facebook:
www.facebook.com/pcaucr.org



Twitter:
@PCAUCR



Instagram:



2017 Rates & Data

provinz

Provinz Advertising Rates:

Ad Format	Dimensions	Price per Issue
Back Cover (Full Bleed)	W7.0" x H9.75"	\$600.00
Inside Cover (Full Bleed)	W7.0" x H9.75"	\$550.00
Inside Full Page (Full Bleed)	W7.0" x H9.75"	\$500.00
Half Page (Horizontal)	W6.0" x H4.25"	\$275.00
Half Page (Vertical)	W2.875" x H8.75"	\$275.00
Quarter Page (Horizontal)	W6.0" x H2.25"	\$200.00
Quarter Page (Vertical)	W2.875" x H4.25"	\$200.00
Business Card	W2.875" x H2.0"	\$100.00

Full Bleed Artwork to be sized W 7.5" x H 10.25". Safety W 6.0" x H 8.75"
Above rates are valid through 2017

All advertising artwork is due on the first of the month before the publication date; i.e.: January 1 for the February issue. All artwork should be supplied in hi-res. CMYK, no less than 300 DPI at the final size. Files accepted are any of the Adobe Creative Suite and/or hi-res JPG and/or PDF.

Notes on Provinz Advertising Pricing:

Ads may be changed up from month to month as required. UCR is a not-for-profit organization; the advertising prices are to cover the costs of production, printing and mailing of the magazine. The prices above are for monthly invoicing or post-dated cheques. All prices are subject to HST. A three-month minimum term is required on all sizes.

Provinz Flyer Insertion:

We're happy to assist with flyer insertions. Ready-to-insert flyers may be supplied for insertion by our printer. Please contact us for details, as they vary with format, size and weight of the flyer. We will also be happy to assist with producing artwork for any flyers. Please contact us for a quote on flyer production and insertion.

Advertising in Provinz:

As we're a volunteer organization, it takes the efforts of our dedicated volunteers to keep our advertising rates low and to provide exceptional service to our membership. We strive to give our advertisers the best value for their dollar and are at your service to assist in any way we can.

For more info or to book space, please contact Elliot Alder, UCR Advertising Manager: advertising-sales@pcaucr.org or call 647-299-9234.

If you have any questions about *Provinz*, UCR or PCA, please contact Randy D. Gananathan, Editor-in-Chief of *Provinz* Magazine: editor@pcaucr.org or 905-780-9670 or 561-623-9191

The Journal of Upper Canada Region

FREE HOMEPAGE LINK ON UCR WEBSITE!