

## ADVERTISE WITH THE CHRIS-CRAFT ANTIQUE BOAT CLUB

### Print Advertising

*The Brass Bell*, an award-winning, high-quality, color magazine is distributed quarterly to its members (first, second, third, and fourth quarter) as both a printed and online magazine.



**Brass Bell History:** Longest running publication in the avocation; 47<sup>th</sup> year of publication in 2021.

**Circulation:** Circulation to members averages 2,000 copies per quarter, with an additional 500 of each issue distributed to prospective members at boat shows, special events and other locations.

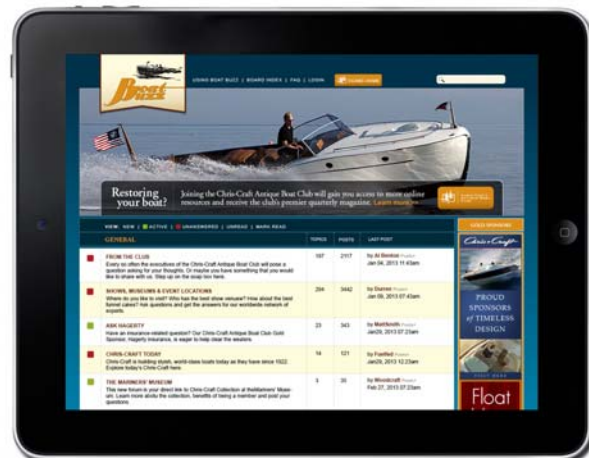
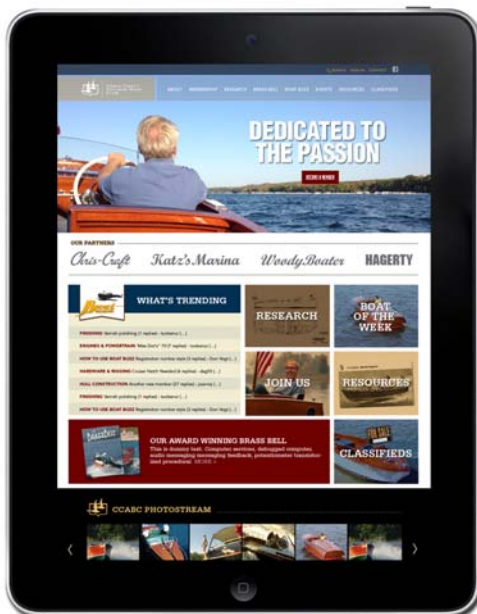
**Locations:** Members in all 50 states and in five continents with the vast majority residing in continental U.S. boating areas.

**Gender:** Primarily male

**Average Age:** 45-62

### Online Advertising (*Online advertising offered only as part of Print + Online package*)

Club Website advertising includes ad space on multiple pages throughout the Chris-Craft Antique Boat Club's [main website](#) including [Boat Buzz](#) (the popular Club's online discussion forum), and [CCABC Trading Dock](#), the Club's online classified ads. Advertising partners are also listed with links to their companies on the Resources page of the Club website. **Special offer: For half-page or full-page advertisers with a minimum one-year commitment, online advertising is included.**



## 2022 GENERAL ADVERTISING PRICING

### Option 1: PRINT ADVERTISING (includes an online listing)

**Same pricing for color or black & white ads.**

**The Brass Bell** is mailed to members quarterly and also posted online for members. A strict ratio of content to advertising is maintained in the magazine.

The One Quarter rate is for a single insertion in a single issue; the Four Quarters rate is for four consecutive issues. The Four Quarters rate is equivalent to the One Quarter rate multiplied times four, minus 20%. Payment is due upon receipt of invoice, and it is required to lock-in your advertising space.

	<u>1 Qtr*</u>	<u>4 Qtrs*</u>
<i>The Brass Bell</i> Quarter Page Vertical	\$298	\$952
<i>The Brass Bell</i> Half Page Horizontal	\$510	\$1,632
<i>The Brass Bell</i> Full Interior Page	\$850	\$2,720

### Option 2: PRINT + ONLINE ADVERTISING (Club Website, Boat Buzz & Trading Dock)

**\*Special offer: For half-page or full-page advertisers with a minimum one-year commitment, online advertising is included.**

**Online advertising is not offered separately.**

Package includes:

1. Print advertising: See Option 1 above for print details.
2. Online advertising:
  - Main Club website:
    - Ads randomly populate on multiple pages. Ad size and placement varies by ad package; see Artwork Specifics pdf for details.
    - Company name is listed within appropriate category(ies) on the Club’s Resources page with link to advertiser’s website.
  - Boat Buzz (discussion forum):
    - Side banner ad rotates with other ads on various 43 pages.
  - CCABC Trading Dock (Classified Ad Site):
    - Side banner ad rotates with other ads on the ad detail pages.

	<u>1 Qtr*</u>	<u>4 Qtrs*</u>
<i>The Brass Bell</i> Quarter Page Vertical + Online	\$448	\$1,552
<i>The Brass Bell</i> Half Page Horizontal + Online	\$660	\$2,232
<i>The Brass Bell</i> Full Interior Page + Online	\$1,000	\$3,320

*\* Advertiser provides completed ad artwork. Please inquire about design assistance if interested in help with ad creation. “Quarter” coincides with The Brass Bell production schedule. Online advertising is not offered separately.*