

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; 49th year of publication in 2023.

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.

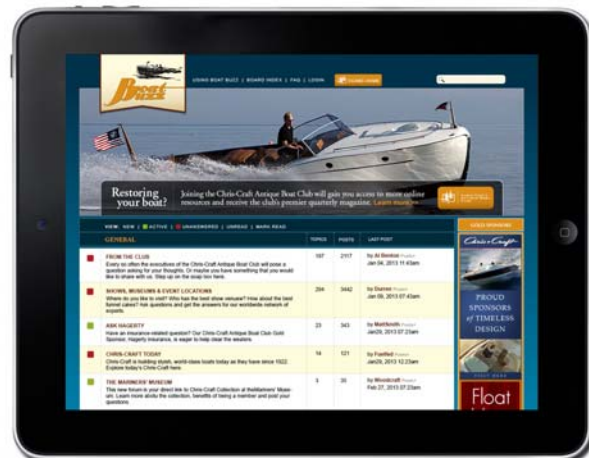
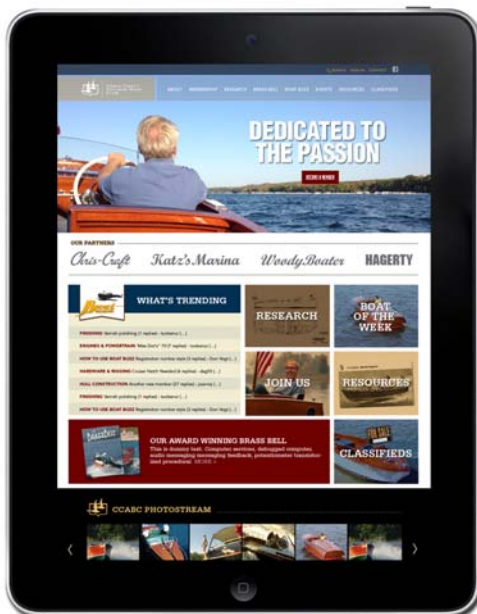
Locations: Members in all 50 states and in five continents with the vast majority residing in continental U.S. boating areas.

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.**



2023 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	\$1,632**
<i>The Brass Bell</i> Full Interior Page + Online	\$1,000	\$2,720**

* Advertiser provides completed ad artwork. Please inquire about design assistance if help is needed. “Quarter” coincides with *The Brass Bell* production schedule.

**Special Offer: For half-page or full-page ads with a one-year commitment, online advertising is included.