

## FOG AD RATES AND POLICIES – 12/14/07

### Regular Ads

The rates for regular ads are the following and are for one year (six issues). Ads are to be prepaid. Any ad of a quarter page or more for a year can have their name and link to their website on the “Sponsors” page of our website. Single insertion ads are 150% of the pro-rata rate for one issue (this works out to 25% of the yearly rate). Three month rates are 125% of the pro-rata rates, or 62.5% of the yearly rates. Again, even single insertion ads are to be prepaid.

Full Page - \$360.

Half Page- \$240.

Quarter Page - \$150.

Business Card- \$90.

### Classified Ads

Personal Classifieds – These are free to FOG members and members of other regional 356 Clubs. The ad will be run as many times as desired, but the submitter must request each renewal. Otherwise we will assume the item is sold. Included in the “Personal” category are small value on-going items that are incidental to the person’s main occupation or activity. (Example- master cylinder kit or wind deflectors made by the person as a hobby).

Commercial Classifieds – These are ads for items that are part of an ongoing commercial business or activity such as a variety of outsourced steering wheels. These ads are to be limited to about 50 words or less (Editor’s discretion), plus name and contact info. The rate is the same for members and non-members at \$50 per year (six issues) paid in advance. Single issue rate is \$13, three month \$38. Again prepaid.

### FOGlight wording:

Personal Classified ads are free to FOG members and members of other regional 356 clubs. Submit your ads to the Editor. **We will run the ad as many times as you wish, but you must request each renewal.** Otherwise we will assume the item has been sold. Commercial Classifieds are \$50 per year. Contact the editor for details.