



Porsche Club of America – Chicago Region
The Chicago Scene

Advertising Order Form - 2022

The Chicago Region of the Porsche Club of America’s magazine, The Chicago Scene, is a bi-monthly (January, March, May, July, September, and November) publication that is sent to our membership as a hardcopy and is also available online at our website (https://pca-chicago.org/the-chicago-scene/) where we maintain an archive starting with the 1992 issues.

Select one of the following plans

Table with 2 columns: Description and Price. Rows include 'All six issues for 2022' (Inside Front Cover \$3,000, Inside Back Cover \$3,000, Outside Back Cover \$3,000, Internal Full Page \$1,800, Internal Half Page \$990) and 'Per Issue during 2022' (Internal Full Page \$350, Internal Half Page \$215).

Customer Contact and Billing Information

Form with fields for Company Name, Contact, Billing Address, eMail, and Order Authorization (sign/initial).

Please send completed form to Neil MacDonald, Editor at fmacdona@aol.com or Dana Comolli, Sponsorship chair at dana@dmaxx.com. If you have questions, please contact Neil, via email or phone at 312.961.3268 (m).

PCA Chicago Region Use:

Order Received by: _____ Date: _____

Copy Received by: _____ Date: _____

Copy Deadlines

Ad copy must be submitted no later than the first of the month immediately preceding the issue publication date, as follows: December 1, 2021 for the January 1, 2022 issue; February 1 for the March 1 issue; April 1 for the May 1 issue; June 1 for the July 1 issue; August 1 for the September 1 issue; and October 1 for the November 1 issue.

Advertising copy should be sent to:

Fred Huetter
Graphic Solutions, Inc.
1897 Bennett Place
Des Plaines, IL 60018
(847) 620-9050
fred@graphsol.com

If new copy is not provided by the deadline, the copy from the previously run ad will be used.

Copy Details

Ad copy must adhere to the following requirements in order to be acceptable for publication. Any questions regarding copy requirements should be referred to Fred Huetter.

Full Page (vertical) ads:

Final trim size = 8.5" x 11"h

Full page ads with Bleed, we need 1/8" bleed on all 4 sides. Final size with bleed = 8.75"w x 11.25"h

Full page ads without Bleed, please maintain 1/2" margin around ad. Final size = 7.5"w x 9.875"h

Half Page (horizontal) ads:

Final size = 7.5"w x 4.75"h (half page ads do not bleed)

Back Cover ads (to accommodate mailing area requirements):

Trim size = 8.5"w x 7.125"h

Bleed size (left, right and bottom only) = 8.75"w x 7.375"

Technical requirements:

- High resolution PDFs or TIFFs, with a minimum resolution of 300 dpi
- Please use outline fonts, or embed in PDF
- Colors should be CMYK

Billing

You will be invoiced at time of order. Terms are net 30. Make payments to "PCA Chicago Region".

Our billing address is:

Robert Danko
Treasurer - Chicago Region Porsche Club of America
339 W. Barry Ave, Apt 20C
Chicago, IL 60657

eMail: rdanko339@gmail.com