



Cadillac & LaSalle Club and Museum

2024 Print and Online
Advertising Media Kit





Cadillac & LaSalle Club and Museum

2024 Print Advertising



The Self- Starter
cadillaclasalleclub.org

INTERNATIONAL
MEMBERSHIP
DIRECTORY



The Self- Starter



International Membership
Directory



CLC Grand National
Event Program



CLCMRC Cadillac Fall Festival
Event Program

Size Options

All ads full color (except as noted)

	THE SELF-STARTER 1x-6x	7x-11x	Directory/ Programs (each)
Full Page	\$ 915	\$775	\$675
½ Page	575	505	425
⅓ Page vertical or square	400	365	300
¼ Page vertical or horizontal	190	165	N/A
Business Card	150	130	N/A
S-S Outer Wrap (black/white only)	350	250	N/A

Premium Positions (full pages)

Cover 2	\$2,250	\$ 1,915	\$ 800
Cover 3	2,000	1,700	800
Cover 4	2,350	2,115	800
Double Spread	1,790	1,610	1,350
Double Spread — Cover 2	3,000	2,700	1,350
Double Spread — Cover 3	2,500	2,250	1,350

Package Discounts

Discount

THE SELF-STARTER +
one other publication

10% on both

THE SELF-STARTER +
two other publications

15% on all three

Complete print package

**20% discount on
all four publications**



Cadillac & LaSalle Club

2024 Online Advertising



Digital Specs

cadillaclasalleclub.org

150 x 150 pixels

**Support our Advertisers section
on cadillaclasalleclub.org**

250 x 250 pixels

cadillaclasalleclub.org

Discussion Forum

468 x 60 pixels or 60 x 48 pixels

Acceptable file types

JPEG [preferred] or PNG

File format

RGB

CLC Sponsorships

Any advertiser who sponsors
any CLC event in any way will
receive their linked logo on the
Sponsorship page at
cadillaclasalleclub.org

Platform	Facebook and Instagram	CLC Website	CLC Online Discussion Forum	YouTube*	E-mail Blast
Pricing	\$50 per month	\$50 per month	\$50 per month	\$75 per month	\$75 per month
Frequency	Two posts per month (<i>Four total</i>)	One year static ad	One year, one rotating ad	One video per month	One per month
Benefits	14,000-plus followers	2,000-plus monthly visitors	10,000-plus monthly visitors	Shared to many other platforms	4,800-plus members

COMPLETE DIGITAL PACKAGE DISCOUNT — \$250 PER MONTH (Save \$50)

*YouTube content provided by advertiser — posted and shared to all social media platforms

For more information, contact Dave Leash • Integrated Advertising Sales Director • email bravemarcon@gmail.com or call (877) 393-1110



Cadillac & LaSalle Club and Museum 2024 Print Specs

Print Sizes

Double Page Spread

THE SELF-STARTER	
<i>International Membership Directory</i>	
Grand National program	
Cadillac Fall Festival program	15.75 x 9.625"
Bleed trim size	17 x 11"
Directory	15.75 x 9.625"
Bleed trim size	16.75 x 10.75"

Full Page

THE SELF-STARTER	
<i>International Membership Directory</i>	
Grand National program	
Cadillac Fall Festival Program	7.25 x 9.625"
Bleed trim size	8.5 x 11"
Directory	7.25 x 9.625"
Bleed trim size	8.375 x 10.75"

Half Page

THE SELF-STARTER	
<i>International Membership Directory</i>	
Grand National program	
Cadillac Fall Festival program	7.25 x 4.75"
Bleed trim size	8.5 x 5.5"
Directory	7.25 x 4.75"
Bleed trim size	8.375 x 5.1875"

One-Third Page Square

THE SELF-STARTER	
<i>International Membership Directory</i>	
Grand National program	
Cadillac Fall Festival program	4.75 x 4.75"

One-Third Page Vertical

THE SELF-STARTER	
<i>International Membership Directory</i>	
Grand National program	
Cadillac Fall Festival program	2.25 x 9.625"

One-Sixth Page Vertical or Horizontal

THE SELF-STARTER	2.25 x 4.75"
<i>International Membership Directory</i>	or 4.75 x 2.25"

Business Card

THE SELF-STARTER	
<i>International Membership Directory</i>	3.5 x 2"

Outer Wrap

THE SELF-STARTER (black/white only)	7.25 x 6.5"
-------------------------------------	-------------

Print Deadlines

THE SELF-STARTER Space Reservations

20th day of the month two months prior to the issue month (i.e.: November 20 for the January issue). Materials due the last business day of the month.

2024 CLC Grand National Program Space Reservations

Friday, April 26, 2024, materials due **Friday, May 10, 2024**

2024 Cadillac Fall Festival Program Space Reservations

Friday, August 9, 2024, materials due **Friday, August 16, 2024**

2025 CLC International Membership Directory Space Reservations

Friday, August 9, 2024, materials due **Friday, August 23, 2024**

Note: If you are using automobile images in your ad, they must reflect the Cadillac or LaSalle marques. All artwork must be submitted as a press-ready PDF or as a 300 dpi JPEG file at actual size. Full- and one-half page bleed is 1/8" in THE SELF-STARTER, the Grand National program, and the Cadillac Fall Festival program, and 1/4" in the *International Membership Directory*.

Print Circulation

THE SELF-STARTER	<i>International Membership Directory</i>	Grand National program	Cadillac Fall Festival program
5,900+ audience plus website traffic with the online version	5,900+, full version online only, but available to all members to download, print, and read	150+ cars, 500 copies distributed	150+ cars, 500 copies distributed

THE SELF-STARTER: The premier Cadillac and LaSalle collector magazine, serving over 5,900 members of the Cadillac & LaSalle Club, who own over 12,000 cars.

The annual **International Membership Directory** is published every fall and includes Cadillac & LaSalle Club and CLC Museum & Research Center history, personal information on all members, lists of members' cars, and full-color advertising opportunities.

The **Grand National program** is distributed to all meet attendees and those who didn't attend and wish to purchase a program following the event. The program lists the names of all registered attendees and the cars they are bringing, along with other articles of interest.

The **Cadillac Fall Festival program** is a high-end publication listing the cars in attendance, plus articles of interest to Cadillac and LaSalle aficionados.

For more information, contact

Dave Leash

Integrated Advertising Sales Director

58757 Van Dyke Rd., Unit 131

Washington, MI 48094

(877) 393-1110 (720) 368-5058 fax

(720) 849-0213 cell

bravemarcon@gmail.com



For more information, contact Dave Leash • Integrated Advertising Sales Director • email **bravemarcon@gmail.com** or call **(877) 393-1110**