



Cadillac & LaSalle Club

2027 Print and Online Advertising Media Kit



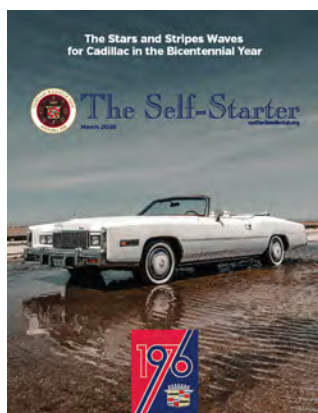


Cadillac & LaSalle Club

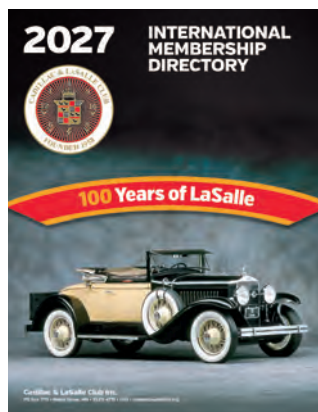
2027 Print Advertising

The Self-Starter
cadillaclasalleclub.org

INTERNATIONAL
MEMBERSHIP
DIRECTORY



The Self-Starter



International Membership
Directory



CLC Grand National
Event Program

Size Options

All ads full color (except as noted)

	THE SELF-STARTER 1x-6x	7x-11x	Directory/ Program (each)
Full Page	\$ 915	\$ 775	\$ 475
2/3 Page	735	635	375
1/2 Page	575	505	250
1/3 Page vertical or square	400	365	150
1/6 Page vertical or horizontal	190	165	100
Business Card	150	130	75

Premium Positions (full pages and larger)

Cover 2	2,000	1,700	\$ 475
Cover 3	2,000	1,700	475
Cover 4	2,350	2,115	475
Double/Centerspread	1,790	1,610	750
Double Spread — Cover 2	3,000	2,700	750
Double Spread — Cover 3	2,500	2,250	750
Inside Front Cover spread	5,500	4,750	N/A

Rate varies depending on size

Package Discounts

Discount

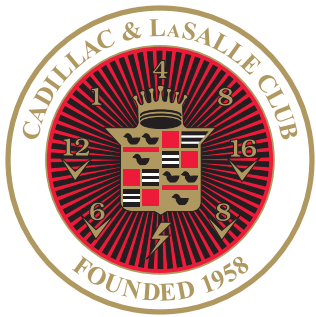
THE SELF-STARTER +
one other publication

10% on both

Complete print package

20% discount on
all three publications

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



Cadillac & LaSalle Club

2027 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

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Cadillac & LaSalle Club

2027 Print Specs

Print Sizes

Overall trim size, THE SELF-STARTER and Grand National program	8.5 x 11"
Overall trim size, <i>International Membership Directory</i>	8.375 x 10.75"

Front Cover Double Page Spread

Trim size, THE SELF-STARTER	18 x 11"
Bleed size	18.25 x 11.25"
Gatefold ad is positioned underneath the front cover, but before page 2	

Front cover postcard

THE SELF-STARTER	4 x 6" to 8 x 10", add 1/8" on all sides for bleed
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Double Page Spread

THE SELF-STARTER, Grand National program	17 x 11"
<i>International Membership Directory</i>	16.75" x 10.75"
Bleed size, THE SELF-STARTER, Grand National program	17.25 x 11.25"
Bleed size, <i>International Membership Directory</i>	17.25 x 11.75"

Full Page

All publications	7.25 x 9.625"
Bleed size, THE SELF-STARTER, Grand National program	8.75 x 11.25"
Bleed size, <i>International Membership Directory</i>	8.875 x 11.25"

Two-Thirds Page

All publications	4.75 x 9.625"
Bleed size, THE SELF-STARTER, Grand National program	4.875 x 11.25"

One-Half Page

THE SELF-STARTER, Grand National program	7.25 x 4.75"
Bleed size	8.75 x 5.625"
<i>International Membership Directory</i>	7.25 x 4.75"
Bleed size	8.875 x 5.625"

One-Third Page Square

All publications	4.75 x 4.75"
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One-Third Page Vertical

All publications	2.25 x 9.625"
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One-Sixth Page Vertical or Horizontal

All publications	2.25 x 4.75" or 4.75 x 2.25"
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Business Card

All publications	3.5 x 2"
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THE SELF-STARTER: The premier Cadillac and LaSalle collector magazine, published monthly except December, serving over 5,500 members of the Cadillac & LaSalle Club, who own over 10,000 cars. Full-color advertising opportunities are available.

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 afterwards. The program lists the names of all registered attendees, listings, and a few photos of the cars they are bringing along with other articles of interest (if space permits), along with full-color advertising opportunities.

Print Deadlines

THE SELF-STARTER Space Reservations

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

2027 CLC Grand National Program Space Reservations

Friday, March 26, 2027, materials due **Friday, April 9, 2027**

2028 CLC *International Membership Directory* Space Reservations

Friday, August 6, 2027, materials due **Friday, August 20, 2027**

Note: 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 bleeds are 1/8" in THE SELF-STARTER and the Grand National program, and 1/4" in the *International Membership Directory*.

Print Circulation

THE SELF-STARTER	<i>International Membership Directory</i>	Grand National program
5,300+ audience plus website traffic with the online version	Print version 350+ at extra charge to members, but available at no charge to all 5,300+ members to download, print, and read as PDF	150+ cars, 350+ copies distributed onsite to all registrants

For more information, contact

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