



**NEWSLETTER RATE CARD**  
***AROSC Alfacionada***

The Alfa Romeo Owners of Southern California welcome advertising in their award-winning and widely recognized monthly publication, *Alfacionada*.

The newsletter is circulated electronically to more than 200 members, and printed and mailed to more than 80 members and select industry friends and colleagues.

Space maybe reserved and purchased at any time during the year. Rates are for 12 months and are renewable upon receipt of invoice.

**Costs - Color or B & W**

Full Page	\$275
Half Page	\$150
Business Card or 1/4 Page	\$100

**Dimensions**

Publication Trim	5.5"w x 8.5"h
Live Area	4.5"w x 7.5"h
Full Page	4.25"w x 7.25"h
Half Page Horizontal	4.25"w x 3.75"h
Half Page Vertical	3.25"w x 4.5"h
Business Card or 1/4	3.25"w x 2.125"h

**New in 2011** is the opportunity for all advertisers to take advantage of additional free exposure on the website, AROSC.org. Please send us your logo (.eps or medium-res jpeg) and a link to your website and we will post them on our homepage. And if you provide a color ad, it will be viewable in full color in the electronic version that members receive via email.

**Art Requirements**

Advertiser-provided: Print-Quality PDF files, locked  
If we build your ad: Hi-res jpeg images (300 dpi); Word.docs (Mac "Pages" documents)

**Deadline**

25th of every month.

Send to: Advertising Coordinator, Jim Barrett, [eddinab@mindspring.com](mailto:eddinab@mindspring.com)