

# SVR Advertising Manager

01/01/2016

## Responsibilities:

Sell advertising space in the Drifter in accordance with SVR Board guidelines.

*(Guidelines defined as to evaluate reputation of advertiser, advertiser's offered service, size of ad, charge rate, offered promotion and/or contract specifications)*

Develop and identify potential new advertisers and make recommendations to the SVR Board.

Co-ordinate ad development/content with the Drifter Editor.

Maintain SVR club relationships with current advertisers.

Distribute monthly Drifters to client's businesses.

Mail out standard ad packets to potential advertisers that have been SVR Board approved, and follow-up to evaluate interest and secure a signed contract.

Maintain records per each client (to include ad size and rate) and co-ordinate billing cycle with SVR Treasurer.

Report to the SVR Board any irregularities concerning client's non-performance as specified in their contract.

## Qualifications:

Have a background in sales or understanding of the sales process.

Maintain a clear understanding of the SVR Board's direction in gaining quality advertisers so to protect the integrity of the club, Drifter and the PCA/Porsche Brand.

Skills to present opportunities to clients and solicit their commitment to sign an ad contract.

Demonstrated follow-thru on previous SVR club projects.

Have the skills to communicate and co-ordinate the advertising process with the Drifter Editor.

**Preferred a retired individual. (Many current or future accounts who are interested in advertising in the Drifter are closed on the weekends – this facilitates a need for them to be contacted during the week)**

## Drifter Policy and Procedures

1/01/2016

Drifter Ad Manager is appointed by the SVR Board and serves for a term of one year. Additional years may be added with Board approval. The SVR Board will supply business cards at no charge.

The Ad Manager reports contacts to the Drifter Editor, who presents the potential advertiser to the Board for approval. The Ad Manager has the authority to sign the contract on behalf of the SVR upon acceptance by the Board.

The new advertiser is responsible for supplying their ad 45 days in advance of the Drifter due date. The advertiser needs to submit one color ad for the website and a black/white ad for the Drifter.

**Special Note:** The Board approved a rate change for 2016. They changed the ad size to make it more advertiser friendly and did away with the full size ad beginning in 2016. The Editorial staff limited the number of advertisers based on ad size to conform to a specific ratio of ads verses print articles.

Charges for ad space are billed in November. The SVR Treasurer will send invoices to the clients at that time. It is the responsibility of the Ad Manager to communicate any changes regarding client's rate changes or non-renewal prior to November.

When a new advertiser signs up it has been the Drifter policy to offer a half page (one-time only) intro article about the new advertiser's business. This article is usually written by the Ad Manager, or the owner has the choice to do it himself. During the year one or more of the advertisers could have a change in business location, ownership, or remodel – this change could warrant a brief article identifying the issue.

The advertiser owns the space as stated in the contract – usually one year. Ad space is to be charged on a pro-rated basis assigned by number of months the ad is to run in the Drifter. The advertiser has the right to change his ad at any time during the year as long as it complies with the Drifter publishing guidelines.

Drifter postage expense is covered by the SVR. The Ad Manager needs to submit an invoice for expenses and send to the SVR Treasurer for re-imbursement.

### **When an advertiser signs a contract, they receive the following:**

- ✓ Ad in B/W and based on size and available location within the Drifter for one year.
- ✓ Colored ad on the SVR Website.
- ✓ Business Logo in color to be used in email "blast" to SVR members.
- ✓ Opportunity to sponsor various SVR events during the year.
- ✓ Free ad in the Membership Guide published yearly.
- ✓ One half page intro article in the Drifter.

# Porsche Club of America – Sacramento Valley Region

P.O. Box 254651, Sacramento, CA 95865-4651

We are pleased to provide you with the opportunity to advertise with the Sacramento Valley Region Porsche Club that covers the greater Northern California area.

Our primary media is the printed newsletter, ***The Drifter***. Advertising in the newsletter automatically means that we provide visibility on our website (svr-pca.org). A 'banner' ad is also used in the e-mail BLASTS (usually 3 times per month) that goes to our members and other Porsche enthusiasts. The SVR Membership Guide offers additional advertising opportunities.

Our readers include:

- More than 1250 members of our region (club growing at +10% per year)
- 10,788 avg. visitors to our website monthly (Northern California/West Coast)
- 6,436 avg. hits on our newsletter (Drifter) website monthly (URL specific)
- 263,000 avg. hits on our website monthly (National and International)

The newsletter and website have received many awards from the national Porsche Club of America. Both the newsletter and website have received recognition for their excellent composition, attractive layout and interesting content.

We also provide for the option to sponsor events that the club present: tours, autocross, concours, rallyes and charity events.

Enclosed is a sample of our award winning newsletter, ***The Drifter***. Also included is information regarding Advertising Rates and Drifter page grid.

Please contact our Advertising Manager for more information.

**Mike Dunn**

**916.837.0203**

**[advertising@svr-pca.org](mailto:advertising@svr-pca.org)**

enclosed:

- Advertising Rates and ***Drifter*** page grid
- ***The Drifter***



### **About The Drifter**

*The Drifter* is an award-winning monthly publication of the Sacramento Valley Region which is affiliated with Porsche Club of America, one of the largest and most prestigious marque automobile clubs in the United States.

*The Drifter* has a vast member-ship circulation (all Porsche owners) in your market area. Its pages are open to advertisers of all quality products and services (not limited to Porsche – related) who wish to reach an exclusive, upscale audience. With every reader a potential purchaser of quality products and services, *The Drifter* is a smart media buy.

*The Drifter* printed version is produced on high-quality, coated, non-gloss paper with 8.5" X 11" page size. The Front and Rear cover pages are printed in color and the rest is in black and white. The electronic version which is downloadable from the SVR-PCA website is in color inside and out. We have members that subscribe to the printed versions of the Drifter which is distributed by US mail. All members receive monthly email notifying them that the electronic version is now available for download from our website. In the last 12 years, *The Drifter* has received multiple awards in recognition of its excellent composition, attractive layout and interesting content.

### **Arranging Advertising in The Drifter**

Advertising in *The Drifter* is arranged through Sacramento Valley's Advertising Manager.

For more information contact: **Mike Dunn** / Advertising Manager

Ph 96.837.0203

[advertising@svr-pca.org](mailto:advertising@svr-pca.org)

### **Advertising Artwork**

Advertisers may furnish camera-ready art provided it is prepared in the correct dimensions (see Advertising Rates and Page Grid). If possible we would like to receive your ad in a color version and a black and white version. Advertisers should also provide a color logo for placement as a banner at SVR-PCA's website (provided at no additional charge). Please visit our website for downloading *The Drifter* and viewing our current advertisers revolving banner display.

[www.svr-pca.org](http://www.svr-pca.org)

### **Rates and Ad Size**

Advertising rates in *The Drifter* are based on the size of the ad and location. Location of all ads placed is at the discretion of the editor.

## **Sacramento Valley Region – Porsche Club of America**

Date: November 9, 2015

To: Drifter Advertiser

Re: **Ad Rates for 2016 / Ad Space Changes**



On behalf of the SVR Porsche Club, we would like to thank you for your support this past year placing ads in "**The Drifter**" and supporting club activities. The SVR Club has over 1250 members and is growing at 10% per year. The **Drifter** newsletter combined with the **SVR website** reaches far beyond the region's borders – nationally and internationally.

The **Drifter** and the **SVR website** have received national recognition for their excellent composition, attractive layout and interesting content. With your help the club's goal is to continue the tradition by publishing a monthly newsletter of the highest quality.

The editorial staff is facing challenges regarding the publication of the **Drifter**. Printing, distribution and mailing costs continue to rise each year. The club has not taken an increase in advertising rates in five plus years. Exploring ways to reduce printing costs, it has become necessary to manage space allotment ratios by evaluating ad size vs article content. The club a non-profit organization, is looking for ways to cover related increased costs and still make advertising in the **Drifter** a smart business investment.

**Important changes for the coming year** include a minimal rate increase and a more simplified "sizing" of ads. The editorial staff has directed that there will be no full page ads for 2016 and no ½ page vertical ads except for the inside front cover. Those types of ads require spacing that makes article flow difficult to print and/or increase printing multiple block sets of pages. The staff requests that you re-size those ads to fit into the ½ page horizontal format. The editorial staff understands the inconvenience of this re-figuring process. The re-figured ads will need to be submitted by December 18<sup>th</sup> to make the January issue deadline. All current sized ads will run in the **Drifter** thru December 2015.

Now is the time to update your current ad with any new services, logo's or information that makes for a fresh start for 2016. Please contact me to discuss your options or concerns. Attached is the new rate schedule and sizing chart. Thank you for your continued support.

Sincerely,

Michael J. Dunn  
Drifter Ad Manager  
Cell: 916.837.0203

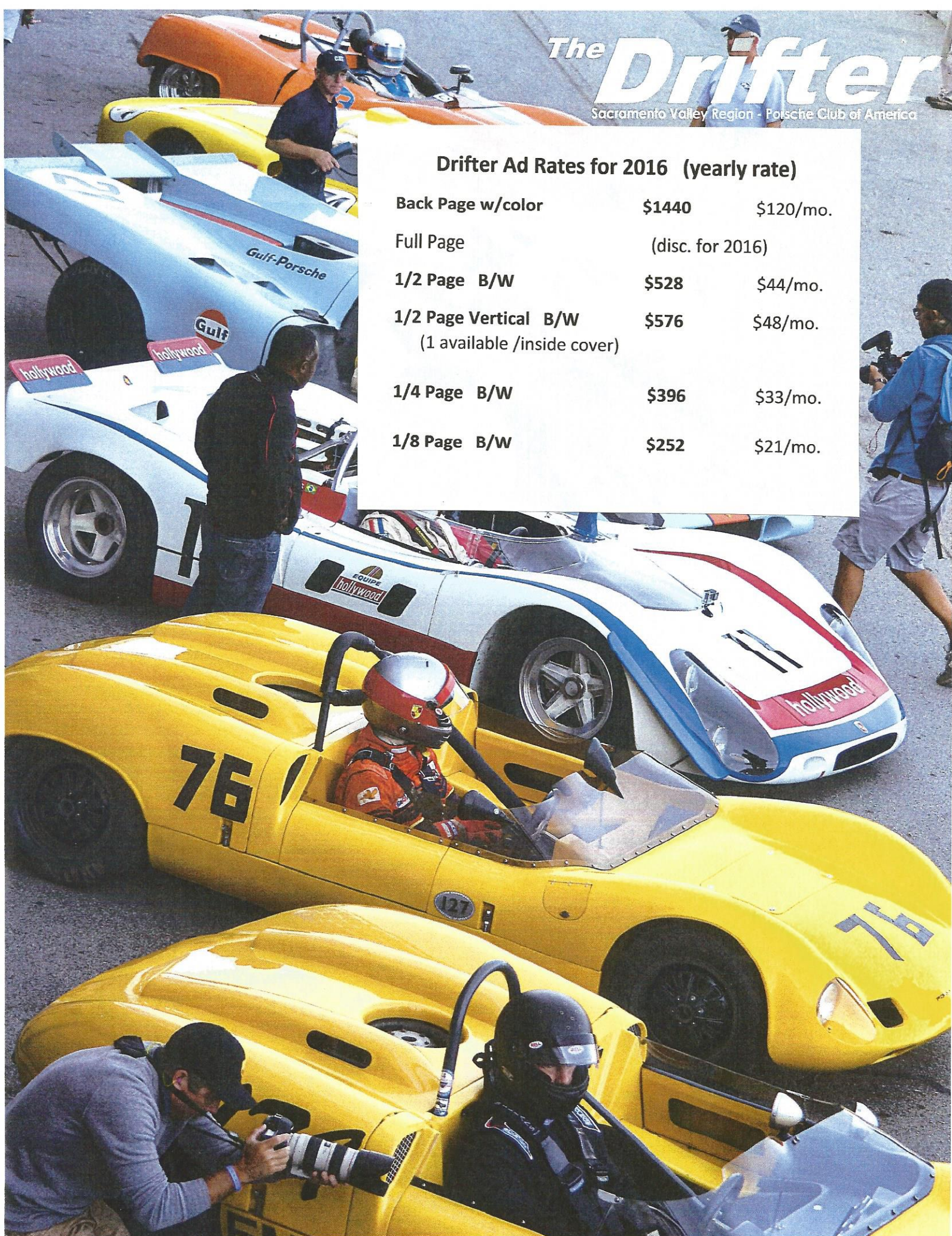


# The Drifter

Sacramento Valley Region - Porsche Club of America

## Drifter Ad Rates for 2016 (yearly rate)

Back Page w/color	\$1440	\$120/mo.
Full Page	(disc. for 2016)	
1/2 Page B/W	\$528	\$44/mo.
1/2 Page Vertical B/W (1 available /inside cover)	\$576	\$48/mo.
1/4 Page B/W	\$396	\$33/mo.
1/8 Page B/W	\$252	\$21/mo.





## Drifter Ad Rate Schedule for 2016

**"Business Card" Size**

**4 x 2.5"**

**\$ 252 per year**

**(\$21 per month)**

**"Quarter Page" Size 4 x 5.00"**

**\$ 396 per year**

**(\$33 per month)**

**"Half Page" Size 8 x 5.00" (horizontal format only)**

**\$ 528 per year**

**(\$44 per month)**



**Porsche Club of America  
Sacramento Valley Region  
P. O. Box 254651  
Sacramento, CA 95865-4651**

Draft

### ADVERTISING AGREEMENT

Draft

Date: \_\_\_\_\_ SVR Contact: \_\_\_\_\_

Name as Advertised: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Amount: \_\_\_\_\_

I hereby authorize the advertisement described above to be published in the Porsche Club of America's Sacramento Valley Region's Drifter. The rate is for placement in 12 issues of the magazine and a complimentary listing on the club's website. Payment in full must be received 45 days prior to the publication. Advertiser is responsible for providing camera ready artwork appropriately size. Termination of this agreement prior to its expiration is prohibited and no refund will be given should the business cease to exist. The advertiser warrants and represents that is has full authority to utilize all material ;provided for publication.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_



## **Drifter Distribution List – 2016**

*Membership Chair - 15*

*New Membership Chair - 15*

Niello Porsche Dealership - 35

Tomlinson's Auto Body - 5

Elite Auto Imports - 5

Rocky Mountain Tint - 5

IPB Autosports - 5

Midtown Autowerks - 5

Bertolucci Auto Body Repair - 7

Frank's Automotive - 5

Appearance Solutions - 5

Luxury Motorcars - 5

Muffler Tech - 5

Detail Maniac - 5

L.A. Dismantler's - 3 (mail)

TRG – The Racer's Group – 2 (mail)

Trackmaster's - 2 (mail)

FDR Motorsports - 2 (mail)

Reflections in Glass - 1 (mail)

VEPA Products - 1 (mail)\*

*Rik Larson – Rally Chair – 5*

..... Total 138

Copies reserved – 12 for new potential advertisers

**Total Requested: 150 copies for distribution**

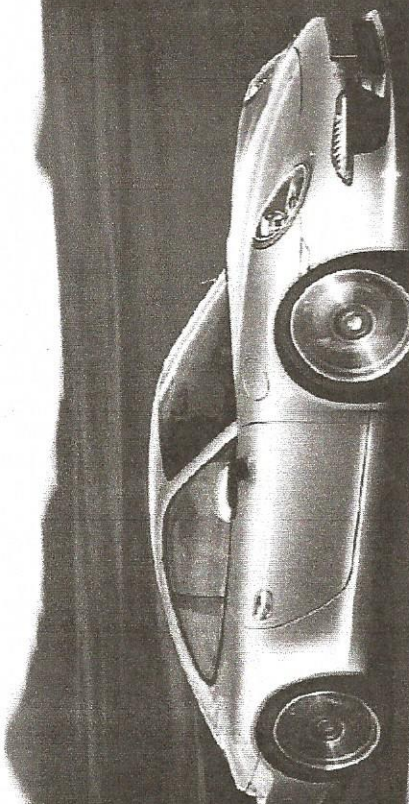
- VEPA has a contracted agreement with the SVR trading yearly demonstration support for a free (1/8) ad space.

**Top 100  
List 2014 Winner!**

# Bertolucci's

**Body & Fender Shop**  
**Specializing In All Makes and Models**

*Where Quality is the Patience to Check and Doublecheck*



**916.454.4433**  
1717 Stockton Blvd • Sacramento • bertoluccis.com  
Now open Saturdays 9 am - 1 pm

*Example: Membership Guide*  
**2015**




**TRG-AMR North America**  
TRG-AMR offers unparalleled Auto-and-Chive programs designed to be used heavily and cost effectively. By using the extra tools to top professional drivers, you will have the opportunity to improve your race card. We also offer full support in regularly scheduled events so you and your team can enjoy the excitement of racing with an exhilarating experience you will never forget. Contact us today for more information.

(707) 935-3999 info@trg-amr.com  
TRG-AsianMotorRacing.com

Follow    thetrggroup

Since 1998, TRG has been your go-to source for parts and performance for all race to street. We offer a variety of products including: performance racing parts, professional racing services, and more. We have been in the business for over 15 years and our professional racing services have been tested and proven on the toughest tracks, in the toughest conditions, around the world.

TRG also offers a full array of professional racing services including...

- ☐ Drive Training
- ☐ Coaching Services
- ☐ Full Service Maintenance
- ☐ Data Acquisition
- ☐ Race Car Leasing
- ☐ Trackside Hospitality Services
- ☐ And More...


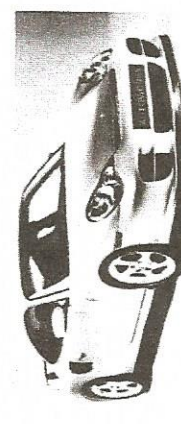
**PIAGGIO** **Malossi** **Yamaha** **Castrol**

Full line of filter products for all major racing series. We have the best quality parts for your race car.


**WE RACE AND WIN WITH THE PARTS WE SELL.**  
**WWW.TRGPARTS.COM**

TRG imports a variety of parts and components for your race car. We have the best quality parts for your race car.

M-F 9am-5pm PST (707) 935-3999 info@trgparts.com • 1995 S. McDevell Blvd. Petaluma, CA 94954

**A PORSCHE- AND MERCEDES- INDEPENDENT SERVICE CENTER  
CONVENIENTLY LOCATED IN MIDTOWN SACRAMENTO**



Midtown Autoworks provides "Dealer Quality" service while maintaining an excellent level of customer service. We, to our core, believe that Service Customers deserve a far superior level of commitment and customer service, something that dealership service centers do not always provide.

P. 916.392.7700 1619 E Street Suite A Sacramento, CA 95814 Mon - Fri 7:30am - 5:30pm  
www.midtownautoworks.com



- Contact Sheet -

gcfb/11300

# The Drifter

Sacramento Valley Region - Porsche Club of America

Date 1st contacted

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone (     )                      Phone #2 \_\_\_\_\_ (     )                      fax line (     )

Follow / up

Notes/Comments

SOURCE:	Yellow Page/Sac	<input type="checkbox"/>	YP/EI/Am	<input type="checkbox"/>	WOM	<input type="checkbox"/>	Repeat	<input type="checkbox"/>	Other	_____
STATUS:	Start-up	<input type="checkbox"/>	Existing	<input type="checkbox"/>	Service	<input type="checkbox"/>	Manufacturing	<input type="checkbox"/>	Other	_____
SERVICES:	Business Plan	<input type="checkbox"/>	Problem	<input type="checkbox"/>	Re-struc.	<input type="checkbox"/>	General Questions	<input type="checkbox"/>	Other	_____
QUESTION:	Ever owned	_____	Describe	_____	Experience	<input type="checkbox"/>	Need \$	_____	Other	_____

Log Computer

Date: \_\_\_\_\_

Initial: \_\_\_\_\_

INFORMATION SENT TO CLIENT - DATE SENT

Intro/Bus. Card ☐ Services ☐ Components ☐ Letter ☐ References ☐ Other \_\_\_\_\_



EXAMPLE: INTRO ARTICLE w/AD



## Advertiser Spotlight:

by Mike Dunn, SVR Advertising Manager

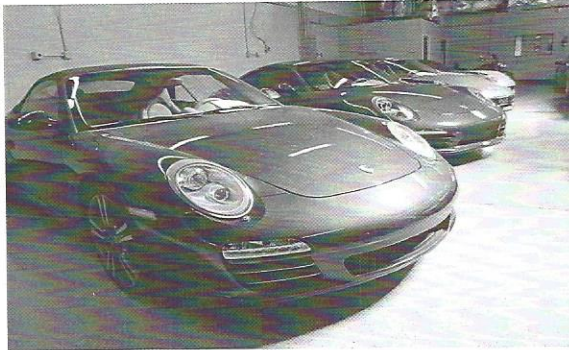
It's with pleasure the Drifter's Editorial Staff welcomes a new advertiser – Elite AutoImports located in Rocklin, California. Eli Petlinsky (Owner and GM) began working in the business in 2007 and opened his dealership in 2010 with only 3 cars. He has grown his inventory ever since at that same location, 4231 Pacific Street, Ste 27, Rocklin, CA. Elite specializes in higher-end performance vehicles such as Porsches, BMW and Mercedes. Inventory features well maintained, low mileage, highly-optioned specialty vehicles that are in

high demand. Vehicles offered for sale are "California" based with the focus on Porsches, primarily 997 and 991 models.

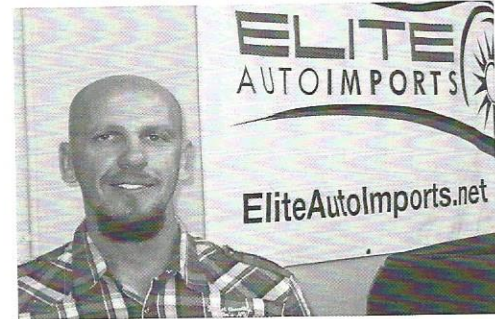
According to Eli, Elite prides itself on its honesty and integrity in dealing with customers. Many of their customers are repeat business or referrals from past clients. This

speaks well for how they conduct business. Eli and his sales manager, Nik Tkachuk prefer

to schedule appointments when showing vehicles. The purpose of the appointment is to answer questions and offer that one-on-one attention their



Photos- Elite AutoImports



clients deserve.

Services offered in addition to sales are consignments, financing, extended warranties, trade-ins, vehicle purchases, and **specific vehicle searches by request**. Check out their website for the latest inventory. Due to their competitive pricing structure, inventory moves quickly. If you are in the market looking to upgrade, you owe it to yourself to check the website often or call them for the latest inventory update.

Also, Eli and Nik have recently joined Sacramento Valley Region and were a Sponsor for CRAB 36. We thank them for their support and look forward to seeing them at the various events.

**Happy Motoring**

SALES

FINANCING

WARRANTIES

CONSIGNMENTS

TRADE-INS

**ELITE AUTOIMPORTS**

4231 Pacific Street No27  
Rocklin, CA 95677

Dealer license No49115

**SVR**  
**Crab 36**  
PROUD SPONSOR

**EliteAutoImports.net**

**916-660-9990**



*Intro Article / Example*

## Roadwise

By Mike Dunn, Drifter Ad Manager

As I mentioned in a previous Drifter article, the Tour, Auto-X and D/E seasons are upon us. So, heeding my own advice, I took my 911 in to Frank's Automotive to be serviced. Frank's has been servicing my Porsche for many years and I appreciate their attention to detail. Frank's is a valued Drifter advertiser. To my surprise, Frank's has finally completed the major upgrades to their office and waiting room. Their project began in November, but the planning began in 2013. I know the comfortable temporary office in the conex container (metal shipping shed) will be sorely missed..... by nobody!

For those of you who have never visited Frank's, perhaps some history will help understand their business objectives. The business started with Frank Lettini arriving from Italy in 1959. Later he joined the U.S. Army and after discharge opened for business in 1969. Frank's has been at the current location since 1973. Frank's goal was to work only on German automobiles.

Frank's sons Nick and Ray began helping out at the shop in the early years. Nick says that he and his brother were more pests than helpers. In later years, Nick began working and taking an active part in the business after school and on the weekends. Learning the trade from his Dad, father and son became partners in 1997. Eventually Nick took the reins expanding on his father's dream. For 45 years, the focus on the details combined with great customer service has been the goal.

With their new upgrades and future plans in place, Nick states: "Customers get the best of both worlds, a family friendly owned garage and modern diagnostic and repair equipment match with highly skilled technicians who understand German autos. All geared to exceed your service expectations."

After my visit, I believe they have met their goal. Make an appointment and check Frank's service level for yourself or go to their website ([www.franksautosacramento.net](http://www.franksautosacramento.net)). Nick asks ..... what chair would you rather sit in..... be at a desk or behind the wheel of a 356? Make your choice!



the drifter November 2012



at the cars, with, and friends

the drifter December 2012



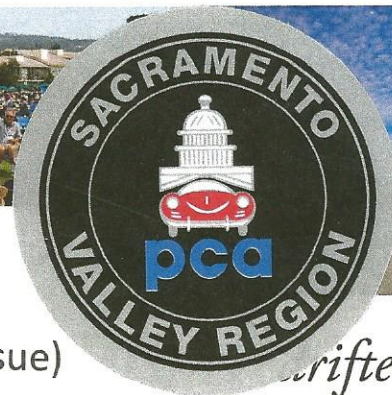
the drifter January 2013



the drifter February 2013



the drifter March 2013



## Drifter Ad Rates for 2015

Full Page: \$670 for 12 issues (\$55.83 per issue)

Half Page: \$440 for 12 issues (\$36.66 per issue)

Qtr. Page: \$325 for 12 issues (\$27.08 per issue)

\*Includes (4) four SVR website "blasts" per month.

\*\* Event and Membership Directory Booklet advertising available

the drifter April 2013



the drifter August 2013



the drifter September 2013



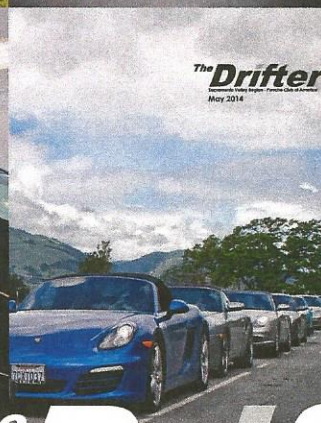
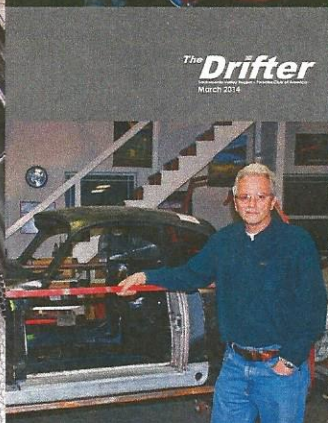
the drifter October 2013



the drifter November 2013



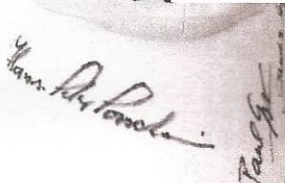
the drifter December 2013



# The Drifter

Sacramento Valley Region - Porsche Club of America

Contact Info: Mike Dunn, Advertising Manager, 916.837.0203 or [advertising@svr-pca.org](mailto:advertising@svr-pca.org)





### Drifter Rate for 2016

Ad Type	# Ads	Avail.	2015 Book	2016 Proposed	% inc.
Back Page/color	1 <1>		\$1,070	\$1,440	35
Full Page	4		\$670	<b>Disc</b>	0
1/2 Page T/B	7		\$440	\$528	20
1/2 Page Vertical	2 <1>		\$475	\$576	20
1/4 Page R/L	0		\$325	\$396	20
1/8 Page R/L	3		✓\$210	\$252	20
Supporters of SVF	0 <8>		0	\$120 X 8	new
total	<b>17</b>			<b>\$960 (new)</b>	

### **Review:**

All full page ads would be discontinued in 2016.

Only one vertical 1/2 page ad would be available in 2016 (inside cover).

Advertisers +47% increase for 2015

Advertising space equals 31% of a 32 page Drifter

Niello has been charged 1/2 price for their back page ad in previous years.



## Facts:

- Porsche Marque is a brand recognized around the world for **quality** and **performance**.
- Porsche owners are very particular as to who services their vehicles.
- Porsche owners are service loyal and demand the best service to protect their investments.
- Owners have multi-vehicles, usually high end and desire the same level of service as their Porsches.
- Sacramento Valley Region Porsche Owners Club / Porsche Club of America is a very active club with over 1100 members.
- The "Drifter" is the award winning monthly SVR club magazine used to inform members about activities and promote select businesses to members.

## Benefits to Advertising in the Drifter:

- Opportunities to gain new customers.
- Grow Business access to over 1100 members with multiple autos.
- Gain a loyal customer base if work performance is top notch.
- Drifter has a large reach throughout the valley, not just Sacramento.
- Affiliation with the "Premier Car Club/Marque Brand in the Sacramento Valley.
- SVR is very select in the advertisers accepted– business/service must demonstrate quality of workmanship and service based on reputation.
- Opportunity to sponsor special events or access to those members who participate in one or more specialized activities.
- Offer members special service discounts or promotional couponing.



## Features:

- ✓ The “Drifter” is a nationally recognized and award winning publication.
- ✓ The “Drifter” is published monthly – hard copy or email – member’s choice.
- ✓ Cost of advertising is reasonable (example: 12 issues, Full page is \$670 for the year or \$55.83 per month or ½ page for \$440 per year that averages as little as \$36.67 per month).
- ✓ The “Drifter” prints in black/white and color on the e-mail / blasts /Website.
- ✓ Weekly e-mail “blasts” to members about activities includes vendor ads.
- ✓ Monthly visitors to the SVR website spans both national and international interests.

## Website Statistics: [svr-pca.org](http://svr-pca.org)

Monthly Averages for 2014:

Visitors = 9050

Hits = 263,400

Pages Visited = 91,120

**The “Drifter” averages 13,000 hits monthly.**



## Deb And Terri Talk Over Lunch

By Deb Dunn, SVR Member

# Bertolucci's

## Body & Fender Shop

**B**oth Mike and I grew up in Sacramento and as a teen I remember Bertolucci's as a magical place. Its name was associated with beautiful automobiles and fine paint finishes. Bertolucci's surfaced again when I met Mike. He was from a family of autocross enthusiasts who raced Triumphs and a Jaguar XKE and were well acquainted with the Bertolucci name. Mike had a Bugeye Sprite with a leaky top but his heart's desire was to purchase an old Porsche and fix it up to a Bertolucci standard. His Porsche dream had to wait until 2011. So we now welcome Bertolucci's, a longstanding contributor to our community, as a new advertiser to the "Drifter."

Bertolucci's has been in business since 1948, founded by Richard Mario "Dick" Bertolucci and his wife, Beverly. He started with customizing cars in his parents' garage until the neighbors complained about the noise. In 1979, Bertolucci's established their current location at 33rd and Stockton Boulevard. Early in his career, Dick was active in car clubs, autocrossing and drag racing. He has always been a "Chevy man" with a love of Corvettes. He owed a '63 and a brand new '68 which he tore apart and totally customized for the Autorama. Today, at age 86, he still judges for the Sacramento

Autorama. In fact, there is a trophy named for him, "The Dick Bertolucci Automotive Excellence Award, Fit and Finish", given out annually. The shop houses a rare and exquisite display of classic automobiles all restored by Dick Bertolucci. We enjoyed touring the collection and thought a visit might be a great candidate for a SVR activity.

Today, making the magic happen at Bertolucci's is Terri Bertolucci Parra along with her siblings Tina, Vince, Tami and Tracy and third generation Joey, all stakeholders working the family business to keep the Bertolucci dream living.

When most Sacramento 16 year olds of her generation were at Folsom Lake's 5% Beach getting a summer tan, Terri was required to work at Bertolucci's, Dad's orders. Now as General Manager and stakeholder, she directs the talented and skilled technical team focusing on meticulously repairing cars damaged by auto

collisions and providing high quality painting. "If you should have the misfortune of being in an accident, you can be sure that our expert staff and state of the art equipment will give you the high quality, specialized repairs, that your vehicle deserves. We work with ALL vehicles, and we work with ALL insurance companies." So whether it's your beloved Mini Cooper or your treasured Porsche that's in an accident, the Bertolucci promise is "Where quality is the patience to check and double check."

Terri and Ed Parra have been enjoying SVR membership for almost four years. Although Dick is a Chevy man, both Terri and Ed have Porsches. Terri's yellow '99 Carrera is a stand-out. Then there's Ed's new 2011 Black GTS that he is ready to take on the road and enjoy its performance. With both kids out of college, it's a great time to get involved and enjoy SVR activities and new friends from the club. They'll see you on the San Simeon Tour!



Terri and Ed Parra with their special Porsches. Photo by Mike Dunn



### About *THE DRIFTER*

*THE DRIFTER* is an award-winning monthly publication of the Sacramento Valley Region which is affiliated with Porsche Club of America, one of the largest and most prestigious marque automobile clubs in the United States.

*THE DRIFTER* has a vast member-ship circulation (all Porsche owners) in your market area. Its pages are open to advertisers of all quality products and services (not limited to Porsche-related) who wish to reach an exclusive, upscale audience. With every reader a potential purchaser of quality products and services, *THE DRIFTER* is a smart media buy.

*THE DRIFTER* printed version is produced on high-quality, coated, non-gloss paper with 8½" X 11" page size. The Front and Rear cover pages are printed in color and the rest is in black and white. The electronic version which is downloadable from the SVR-PCA website is in color inside and out. We have members that subscribe to printed versions of *The DRIFTER* which is distributed by US mail. All members receive a monthly email notifying them that the electronic version is now available for download from our website. In the last 10 years, *THE DRIFTER* has received multiple awards in recognition of its excellent composition, attractive layout and interesting content

### Arranging Advertising in *THE DRIFTER*

Advertising in *THE DRIFTER* is arranged through Sacramento Valley's Advertising Manager.

For more information about advertising  
in *THE DRIFTER*, contact the  
Advertising Manager:

Mike Dunn

Cell: 916.837.0203

[advertising@svr-pca.org](mailto:advertising@svr-pca.org)

### Advertising Artwork

Advertisers may furnish camera-ready art provided it is prepared in the correct dimensions (see Advertising Rates and Page Grid, below). If possible we would like to receive your ad in a color version and a black and version.

Advertisers should also provide a color logo for placement as a banner at SVR-PCA's website (provided at no additional charge).

Please visit our website for downloading *THE DRIFTER* and viewing our current advertisers revolving banner display.  
[www.svr-pca.org](http://www.svr-pca.org)

### Advertising Rates

Space	Position	Size width x height	Area (Inches <sup>2</sup> )	Annual
2-unit	Vertical	2 ¼ x 4 ¾	10.97	\$210
	Horizontal	4 ¾ x 2 ¾	11.59	
3-unit	Vertical	2 ¼ x 7 ¾	16.59	\$265
	Horizontal	7 ¾ x 2 ½	17.81	
4 – unit	Vertical	2 ¼ x 10	22.50	\$325
	Box	4 ¾ x 4 ¾	23.77	
6-unit	Vertical	4 ¾ x 7 ¾	35.95	\$440
	Horizontal	7 ½ x 4 ¾	36.56	
8-unit	Vertical	4 ¾ x 10	48.75	\$475
9-unit	Box	7 ½ x 7 ¾	55.31	\$590
12-unit	Full Page	7 ½ x 10	75.00	\$670
Inside Cover 6-unit		7 ½ x 4 ¾	36.56	\$475
Horizontal				
Inside Cover 9-unit		7 ½ x 7 ¾	55.31	\$675
Vertical				
Inside Cover 12-unit		7 ½ x 10	75.00	\$700
Full Page				
Outside Cover 6-unit		7 ½ x 4 ¾	36.56	\$535
Horizontal				

### Rates and Ad Size

Advertising rates in *THE DRIFTER* are based on the size of the ad (number of "units"). Cover advertisements are slightly higher. Units are subdivisions of *THE DRIFTER* page grid (see below). Each page is a subdivided into 12 units, or boxes. For example, a 2-unit, minimum-sized ad would encompass two of these boxes, either in vertical or horizontal position. A horizontal, six-unit ad would constitute a "half-page" ad. All ads less than full-page are placed in the lower portion of the page at the discretion of the editor.

### *DRIFTER* Page Grid (Page Size 8 ½" x 11")

