

VETTE VUES MAGAZINE

Advertising Rates

2012



The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business.

Derby Brown

Advertising Opportunities

Why not run your ad in Vette Vues Magazine and promote your business to our large growing readership throughout the world?

In addition to our regular subscriber, each year our staff attends 26 major Corvette shows. At these Corvette shows, we *give away thousands of magazines free of charge to spectators.*

Vette Vues is also supplied in hundreds of local Corvette show goody-bags free throughout the country.

Think of the potential sales that await you! Compare our advertising rates with various other Corvette Magazines and I think you will like what you see. Catch the wave and take advantage of our very low advertising rates. E-mail advertisers@vette-vues.com for more information or call 386-775-2512.

WEB SOLUTIONS

Our advertisers are not only in the magazine but a link to their website is online as well...all for one price. Many of our advertisers have been advertising in Vette Vues Magazine for 40+ years.

2012 Advertising Rates

Our rates remain the same again this year!

Color Ad

Frequency	1-2	3	6	12
Full Page	\$1,120	\$1,050	\$950	\$740
Half Page	\$600	\$585	\$535	\$440
One Third Page	\$448	\$420	\$380	\$295
One Fourth Page	\$260	\$245	\$230	\$200
One Sixth	\$135	\$125	\$105	\$95

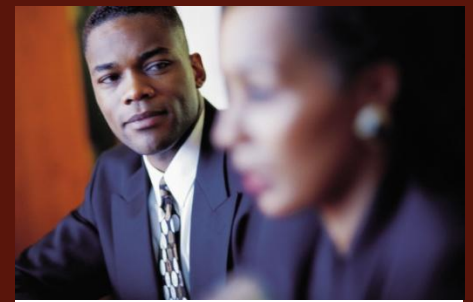
Black & White Ad

Frequency	1-2	3	6	12
Full Page	\$360	\$345	\$320	\$295
Half Page	\$260	\$245	\$225	\$205
One Third Page	\$190	\$180	\$170	\$160
One Fourth Page	\$180	\$160	\$150	\$140
One Sixth	\$95	\$85	\$75	\$65

Mechanical Specifications

1. We need 300 dpi
2. Save as a "CMYK"
3. Don't use LZW compression
4. Acceptable File format:
PDF file, jpg, tiff

If you need us to typeset, there is not additional fee!



NEW!

Special Rate for side-by-side advertising.

BUY ONE AD

GET ONE FOR HALF PRICE.

Advertising Policy

1. Advertiser shall assume liability for all content of advertisements published.
2. No cancellations will be accepted after the closing date.
3. All material must be received by the fifth (fifth) of each month. No liability will be assumed by the publisher for errors in key codes or advertising indexes.
4. The publisher will not guarantee a position for an advertisement, but will honor position requests to the best ability subject to production of the issue(s).
5. The publisher reserves the right to refuse to publish any material that is thought to be not suitable for the publications format and/or contains material or subject matter that is of the opinion of the publisher to be unethical or offensive to the publications readers.



CONTACT INFORMATION

Vette Vues Magazine
PO BOX 511874
PUNTA GORDA
FL 33951-1874

Call: Bill 386-775-2512
E-mail: bill@vette-vues.com

Ad Sizes

Full Page Text Box	Width 4.625 x Height 5.636
Full Page Trim Size:	Width 5.375 x Height 8.375
Full Page Bleed Size:	Width 5.75 x Height 8.875
Half Page Text Box	Width 4.625 x Height 3.563
Half Page Top Bleed	Width 5.75 x Height 4.313
Half Page Bottom Bleed	Width 5.75 x Height 4.507
One-Quarter Page	Width 2.269 x Height 3.563
One-Sixth Page	Width 2.375 x Height 2.269

The ad submission is always the fifth of the month.

- January ad is due November 5.
- February ad is due December 5.
- March ad is due January 5.
- April ad is due February 5.
- May ad is due March 5.
- June ad is due April 5.
- July ad is due May 5.
- August ad is due June 5.
- September ad is due July 5.
- October ad is due August 5.
- November ad is due September 5.
- December ad is due October 5.

The question is often asked, "How did *Vette Vues* begin?"

The year was 1972. James Prather had moved from California to Atlanta, Georgia. He was given an old (pre-1930) hand-cranked mimeograph machine and tells, "As a devoted and long time reader of *Hemmings Motor News*, I thought there should be something similar for Corvette owners.

He sent out letters with his new idea to all the Corvette clubs that were listed in the latest issue of *Corvette News* (no longer published). "I remember sitting at the post office one Sunday morning (this was the job he held) in April and wondered if I was doing the right thing, or just wasting \$22.00 in postage and all the cost for envelopes and labels."

The response was great and the first issue was published in June of 1972. The first six issues were published on various mimeograph machines and printed in Mr. Prather's basement. By December, the magazine was sent to a professional printer and began to look more like a magazine than a newsletter. It began growing with each and every month. Mr. Prather continued his job at the post office until early 1976 when he finally decided to leave it and run the magazine full time.

The early issues were full of classified ads for Corvettes only. There were ads for cars, parts, literature and related material in each issue from people across the entire country. It is interesting to see the prices from the first issue of *Vette Vues*. An example is a 1967 convertible for only \$3200. If one only knew what these cars would be worth! Today this classified section still continues.

As the magazine continued to develop, the Corvette hobby began to develop as well. Commercial companies began to start up as people started to restore their Corvettes. Along with that began the commercial Corvette advertisers many who still advertise in the magazine.

There was also now a need for how-to and tech articles. Corvette Racing was of great interest to the enthusiast and *Vette Vues* began to regularly keep the Corvette owners abreast of Corvette's many heroic achievements on the racetrack.

Clubs were started across the country and would hold events, which were and still are covered today. Commercial events began to spring up and were covered: *Bloomington Gold*, *Bob McDorman Corvette Show*, *Corvette Expo* (Knoxville), *Chevy/Vettefest*, *Corvette Chevy Expo* (Houston), *Pomona and Corvette Carlisle*. Many of these same events now have attendance in the thousands, full of Corvette enthusiasts from across the globe.

Among the Corvette enthusiasts another hobby began, the collecting of Corvette models. Two columns each month cover these valuable miniature cars.

In May 1997, Mr. Prather retired and sold the magazine to its current owners, William and Bonnie Wolf and it was moved to Orange City, Florida.

One of the first changes made, was to publish the magazine on computer versus paste-up and film. In 2000, the magazine was converted to computer to plate. The issue is sent to the press on CD and is printed directly from the CD.

Vette Vues Magazine continues to be a leading advocate of the Corvette market and continues in its passion about the Corvette hobby.

The monthly magazine features current Corvette events, from club shows, to commercial Corvette events, Corvette Auctions, and many different Corvette race teams. There are tech articles in each issue including the service bulletins that were sent to the dealerships. There are feature cars, classified ads, and a calendar of events, Corvette collector model cars, Corvette history and profiles of Corvette celebrities. The hobby has continued to change over the years and *Vette Vues* has been there right on through.... never having missed a month in its 37 years of publication. *Vette Vues* has a proud history of uninterrupted monthly publication - an unmatched record among Corvette magazines.

In August 2007, *Vette Vues Magazine* came out with a 480 page [Best of Vette Vues Magazine Collector Book](#). We hope you will enjoy it, as we did, as we put it together.

In October 2009, *Vette Vues Magazine* acquired the [Corvette/Chevy Expo](#) in Houston, Texas. Their first production of the great event was held March 20-21, 2010. The next event will be February 11-12, 2012 and will once again be held at the George Brown Convention Center in downtown Houston. This year will be the 34th annual event.



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P.O. Box 511874

Punta Gorda

FL 33951-1874

386-775-2512

Fax: 386-267-3150

Website: vettevues.com

Email: bill@vette-vues.com

advertisers@vette-vues.com