

# Automotive Service Councils of California 2018 Ad Rate Sheet



## Why Advertise?

ASCCA's quarterly publication, *The California Independent* recently improved its design. This has enhanced advertisers communication with owners and managers of California's repair facilities and resulted in an increased readership.

Read by nearly 1,000 automotive repair facilities, educators and other businesses related to the automotive aftermarket by advertising with ASCCA. *The California Independent* is unique-ly positioned as a wise investment of your marketing dollars.

## About the Publication

The Automotive Service Councils of California (ASCCA) has a membership comprised of nearly 1,000 automotive repair facilities, educators and other businesses related to the automotive after-market in the state of California.

*The California Independent* is emailed to all members and selected industry representatives and posted on ASCCA.com.

*The California Independent* is a four-color publication which is produced in house and contains articles of interest both in regards to activities being conducted by the association and articles designed to educate automotive professionals.



## Deadline Calendar

Content Due	Issue
February 1	Winter
May 1	Spring
August 1	Summer
November 1	Fall

## Ad Rates

Full Page...\$1,000 (1x) or \$750 each (4x)  
1/2 Page...\$600 (1x) or \$450 each (4x)  
1/4 page...\$450 (1x) or \$325 each (4x)

\*\*Prices are based on a one-time (1x) insertion and four (4x) quarterly insertions with a completed contract.

## Ad Dimensions

Size	Width/Length
Full Page	7" x 9-1/2"
1/2 Vt	4-5/8" x 7"
1/2 Hz	7" x 4-5/8"
1/4 Vt	3-3/8" x 4-5/8"
1/4 Banner	7" x 2-1/8"
1/4 Hz	4-5/8" x 3-3/8"

Advertiser (name of company or product being advertised)

Agency (if applicable)

Contact

Address

City, State, Zip

Phone Fax

E-mail

Rate: \$ \_\_\_\_\_

No. of Buys: x \_\_\_\_\_

Total: \$ \_\_\_\_\_

Artwork: ☐ Use Current ☐ New Artwork Coming

Size: \_\_\_\_\_

Return Completed Form to:  
Ryan King - The California Independent  
One Capitol Mall, Suite 800  
Sacramento, CA 95814  
or Fax to (916) 444-7462

Authorizing Signature

Name (Please Print)

For More Information, please contact:

Ryan King, Communications Manager  
ASCCA  
One Capitol Mall, Suite 800  
Sacramento, CA 95814  
(800) 810-4272  
[rking@amgroup.us](mailto:rking@amgroup.us)