

Automotive Service Councils of California 2015 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

February 1

May 1

August 1

November 1

Issue

Winter

Spring

Summer

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:

Phil Boerner - 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:

Phil Boerner, Communications Manager

ASCCA

One Capitol Mall, Suite 800

Sacramento, CA 95814

(800) 810-4272

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