

About the Windblown Witness

The WINDBLOWN WITNESS is an award-winning monthly publication of the San Diego Region, Porsche Club of America. PCA is the largest and most prestigious single-marque automobile club in the world, and San Diego is one of its largest and most honored regions.

The WINDBLOWN WITNESS has a membership circulation of more than 2800 households, all of whom are Porsche owners in your market area. Copies also go to all advertisers and to other supporters of the club.

The magazine typically publishes 48-64 full color pages per quarter, issues are published in February, May, August & November. It provides its readers with news and information regarding regional, zone, and national events, personal stories and interviews, technical and safety articles, minutes of Board of Directors meetings, competition results, classified and commercial advertisements, and much more.

Three times since 2000, the WINDBLOWN WITNESS has won the prestigious Paul Heinmiller Award, emblematic of PCA's best regional newsletter.

Advertising in the WINDBLOWN WITNESS is not limited to Porsche-related items, but is offered to all providers of quality products and

services who wish to reach a targeted, upscale audience. With every reader being a potential purchaser, the Windblown Witness is a smart media buy.

The *Windblown Witness* is printed on offset presses by one of San Diego's premier printing houses on high-quality, coated, full color, non-gloss paper with 8½" x 11" size.

Advertising Policies

Deadline for receipt of new advertisements or changes to existing advertisements is the first day of the month preceding the issue date (e.g., January 1 for February).

New advertisers must send a completed Advertising Agreement, artwork, and payment prior to deadline.

Advertisements will be billed quarterly. Advertisers may arrange to have charges billed to credit cards.

Payment is due within 30 days. A monthly finance charge of 1.5% will be charged on all past-due balances.

Unless otherwise stated, ads will run quarterly until canceled. If an advertiser fails to submit new artwork or fails to proof new artwork before the issue deadline, the WINDBLOWN WITNESS will rerun the ad from the previous issue.

The WINDBLOWN WITNESS reserves the right to refuse to print any ad deemed inappropriate.

Advertising Rates

Size	Dimensions	Cost
Full page	7.5" x 9.5"	\$250
Inside/Back Cover	7.5" x 9.5"	\$400
Half page	7.5" x 4.5"	\$165
Quarter page	3.5" x 4.5"	\$100
Business card	3.5" x 2.0"	\$75

For information on color cover advertising (when available) contact the Business Manager.

Artwork

Materials should be submitted electronically in .JPG, .TIF, .EPS, or .PDF format. We also accept camera-ready artwork.

If you have special requirements, please discuss them with the Editor in advance of deadline.

Susan Brown
Editor
Editor@PCASDR.org

Submissions

All payments, ad copy, and requests to change or cancel ads should be sent to:

Tom Gould
Billing Manager
1548 Roma Drive
Vista, CA 92081
WitnessBilling@PCASDR.org

The
WINDBLOWN
WITNESS
works!

- ❑ Upscale audience
- ❑ 2800+ member households
- ❑ Frequent purchases of upgrades and add-ons
- ❑ National award-winning publication
- ❑ Reasonable rates

San Diego Region
Porsche Club of America
1548 Roma Drive
Vista, CA 92081

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Published by
**San Diego Region
Porsche Club of America**



Advertising Rate Card