



advertising benefits

ZCCM is the Club Connection

Z Car Club Magazine (ZCCM) is the bi-monthly print and online publication dedicated to Z, G, 510, and Roadster enthusiast clubs. Worldwide there are 100+ clubs, with 10,000+ members, and advertisers can rest assured knowing that ZCCM is their club connection. ZCCM is also available as a yearly subscription in an online version only, that will reach beyond the club scene. Not only will advertisers have a platform that will access thousands of people who are much more likely than the average car owner to be looking for their products, but ZCCM welcomes editorial content, such as DIYs, from advertisers as well.

ZCCM is Advertiser Friendly

We strive to make it easy for our readers to find and purchase advertisers' products or services. Efforts include Product Review, How-To, and DIY columns that advertisers can participate in.

ZCCM is Very Affordable

We consider our rates to be reasonable, however, with the additional rewards listed below our advertisers' costs have the potential to go down, not up.

additional benefits

Promotional Inserts

Having a sale? Looking to sell discontinued items? Want to promote a car show? ZCCM is a great place to get noticed. For a small handling fee advertisers can have their flyer, postcard, or brochure inserted into every magazine before they ship. This is a great tool for advertisers that will allow them to spend more of their marketing budgets on advertising and less on mailing costs.

In-House Ad Design

Don't have an agency or designer to create your ad? Our in-house designers and copywriters can prepare your ad for a nominal fee.



magazine rate card

Sizes & Rates

Ad Dimensions (trim)

Business Card 3.5"x2"

1/4 Page 3.875"x4.875"

1/2 Page Horizontal 7.75"x4.875"

with bleeds: 9"x6" live area: 7.75"x4.875"

Full Page 7.75"x10.25"

with bleeds: 9"x11.5" live area: 7.75"x10.25"

Inside Front Cover/Back Cover 7.75"x10.25"

with bleeds: 9"x11.5" live area: 7.75"x10.25"

Back Cover 7.75"x10.25"

with bleeds: 9"x11.5" live area: 7.75"x10.25"

Rate (per issue)

\$75

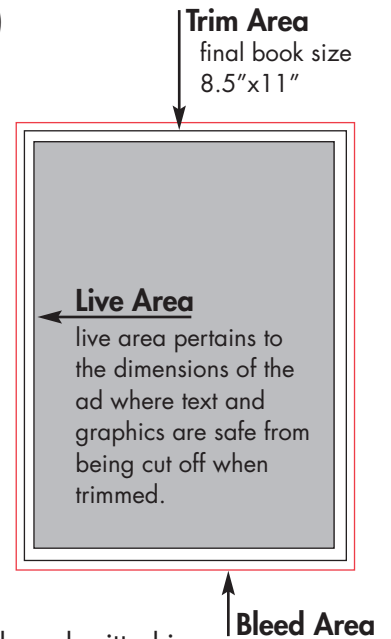
\$200

\$300

\$500

\$550

\$600



Specifications & Dimensions

ZCCM uses direct-to-plate technology. To ensure color-matching all ads must be submitted in electronic form via email or CD/DVD. PDF is preferred, however, TIFF or JPEG is acceptable.

2013 Scheduled Dates (first issue ships the end of April)

Issue	Reserve Date	Material Due
May/June	March 25th	April 8th
July/August	May 29th	June 12th
September/October	July 31st	August 14th
November/December	September 30th	October 14th

Terms & Conditions

- First-time advertisers must prepay via PayPal, check, or money order.
- Continuing advertisers are invoiced per-issue once in circulation.
- Prepaid full-year contracts will receive a 10% discount.
- Ads can be designed by ZCCM for a fee of \$100 to \$200, depending on ad size.
- Advertisers must give two-months notice when cancelling ads.

Contact

Art Singer, ZCCM • 1944 Whitewater Drive, NM 87144
 505-867-4229 • (c) 505-610-2055 • arts.zccm@gmail.com