

**R.E. Olds Chapter
of
Oldsmobile Club of America**

Advertising Rates for R.E. Olds newsletter and web site

Terms & Conditions – RE Olds web site

Web Site Business Ads and For Sale/Wanted:

To help cover expenses incurred in maintaining this website the following fees apply for postings on the **Business Ads** page: **\$5 per month or \$45 per year** for each entry. Please forward your business card, a short explanation of your services (limited to about 50 words please) and payment payable to RE Olds Chapter, PO Box 80101, Lansing, MI 48908-0101.

For Sale items that are not of an ongoing business venture may be listed free of charge for RE Olds Chapter members on the **For Sale/Wanted** page. Notification must be made upon sale of listed-free items. Listed-free items will be automatically removed after one month unless notification to continue is made.

Any item or items for sale or rent that are of a business nature or that are submitted by non-chapter members may be listed on the **For Sale/Wanted** page for the same fee as listed above. One picture, a short detailed description, contact information and any fee, if applicable, should be sent to RE Olds Chapter, PO Box 80101, Lansing, MI 48908-0101 or via e-mail to webmaster@reolds.org with subject line RE Olds Ad.

Questions concerning content, images, or any other matter related to the above pages should be sent to webmaster@reolds.org.

Liability Disclaimer:

The Website Committee reserves the right to refuse the posting of any submission or to terminate a posting with or without notice at any time at its sole discretion for any reason it deems appropriate. The Committee also reserves the right to change these terms and conditions without notice.

In no event shall the Website Committee or RE Olds Chapter be liable for any direct, indirect, incidental, consequential, special and exemplary damages, or any damages whatsoever, arising from the use or performance of this website or from any information or services provided or offered through this website. If you are dissatisfied with this website, or any portion thereof, your exclusive remedy shall be to stop using the website.

By using the information and services available through this website, you are agreeing to the terms and conditions contained herein.

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Rocket Review Newsletter Ad Pricing

Business Ads: \$8 per issue or \$40 per year for each business-sized entry. Please forward your business card and payment payable to RE Olds Chapter, PO Box 80101, Lansing, MI 48908-0101.

For sale items that are not of an ongoing business venture may be listed free of charge for chapter members on the **Classified Ads** page. Listed-free items will be automatically removed after each issue unless notification to continue is made. Any item or items for sale or rent that are of a business nature *or* that are submitted by non-chapter members may be listed on the **Classified Ads** page for the same fee as listed above. One picture, a short detailed description, contact information and any fee, if applicable, should be sent to RE Olds Chapter, PO Box 80101, Lansing, MI 48908-0101 or via e-mail to webmaster@reolds.org with subject line - RE Olds Ad. Ads sent via internet will be inserted after payment is received at above address. Newsletters are printed bi-monthly and deadlines for submitting ads are:

Feb. 1st, Apr. 1st, Jun 1st, Aug. 1st, Oct. 1st, Dec. 1st.

Combo Ads

Advertise in both the *Rocket Review* newsletter and the R.E. Olds web site at a reduced rate. (Available on an annual basis only)

Fee schedule listed below (also see page 3 for detailed fee structure):

Annual fee for Combo Ads - \$70 a savings of \$15/yr.

Introductory offer for new Advertisers - \$50 for the first year

Demographics:

- Rocket Review published bi- month, distribution 100
- R.E. Olds web site created and posted on Dec. 20, 2004
 - As of June 2007, our Chapter web site has received over 11,800 hits! (over 400 hits/month)

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Prorated Fee Structure for Newsletter and Web site Advertising

- Annual advertisers will be billed each year on June 1. An annual ad inserted before or after June 1 will be prorated to actual time ad is posted.
- Monthly ads will be inserted for 30 days from the date of receipt of paid ad.
- Once an ad is placed, there are no refunds.

Ad rates are based on when ad is sent in for publication.

For example, an Annual ad is placed on April 1st. The ad will be placed in the newsletter and on the web site. This is a Combo Ad; therefore the fee for this ad will be \$12. On June 1st, the advertiser would then be billed for \$70 and the ad would run for 1 additional year.

Annual fee		Ad Insertion month											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Newsletter Ad	\$40.00		\$13		\$7		\$40		\$33		\$27		\$20
Web Site ad	\$45.00	\$19	\$15	\$11	\$8	\$4	\$45	\$41	\$38	\$34	\$30	\$26	\$23
Combo Ad (news & web)	\$70.00	\$29	\$23	\$18	\$12	\$6	\$70	\$64	\$58	\$53	\$47	\$41	\$35
First time advertiser discount on Combo Ad	-\$20.00												

Monthly fee	
Newsletter Ad	\$8.00
Web Site ad	\$5.00
Combo Ad (news & web)	NA

Additional Size Ad Rates for Newsletter

Quarter-page ad – one issue insertion	\$25
Quarter-page ad – one year insertion	\$100
Half-page ad – one issue insertion	\$40
Half-page ad – one year insertion	\$200
Full-page ad - one issue insertion	\$70
Full-page ad – one year insertion	\$300