

The Straightpipe is the official publication of the Washington D.C. Region of the Sports Car Club of America. The Straightpipe is published 3 times annually with a calendar issue published at the beginning of the year. Each issue reaches the approximate 3000 region members who are active motor sports participants and consumers.

The Straightpipe offers you a direct means of advertising to consumers who spend significant dollars each year on cars, car preparation, parts, service and other automotive and racing related merchandise. The calendar issue is also distributed to the membership and additional copies are made available to the advertisers in the calendar and Region sponsors. About 150 calendars are distributed at the Region booth during the D.C. International Auto Show as well. Additionally the publication will be sent to SCCA Executives around the country.

The Straightpipe has been professionally redesigned for 2009. It is printed using CMYK (full color) printing and supports color advertising throughout. The rates below are based on the ad size. A 10% discount is given to prepaid advertisers in all 3 regular issues of the Straightpipe. Prepaid 2 page spread advertisers in all 3 issues will also get 1 free Calendar Ad in 2010.

2009 Straightpipe Advertising sizes and rates

Editorial pages advertising	sizes	price per issue	3 Issues (10% Discount)
Straightpipe trim size	8.375 x 10.875		
2 Page Spread with Bleed	17 x 11.125	\$600	\$1680 + Free 2010 Calendar Ad
Full Page Ad with Bleed	8.625 x 11.125	\$300	\$810
Inside Front or Inside Back Cover	8.625 x 11.125	\$350	\$945
Back Cover Ad	7.87 x 6.91	\$350	\$945
2/3 Page Ad Horizontal	7.87 x 6.91	\$200	\$540
2/3 Page Ad Vertical	5.1 x 10.375	\$200	\$540
1/3 Page Ad Square	5.1 x 5	\$125	\$337
1/3 Page Ad Horizontal	7.875 x 3.45	\$125	\$337
1/3 Page Ad Vertical	2.5 x 10.375	\$125	\$337

Classified pages

1/32 Ad	2.844 x 1.297	\$20
Each additional 1/32 space		\$10

Calendar Issue trim size

8.5 x 11		
Back Cover Ad	8.25 x 6.75	\$600
Month Ads (bleeds)	2.125 x 11.25	\$400
Each additional monthly ad placement		\$360
Pick the month for your ad placement		add \$100



Straightpipe Advertising Guidelines

Ad submissions should be professionally designed and supplied as electronic print ready files. Full color advertising is allowed on all pages of the Straightpipe. Time needed to convert or correct advertising files for proper printing will be billed at a rate of \$45/per hour. Cost effective design services are available from the Straightpipe design team at Studio 553.

All files must be CMYK.
Images must be at least 300 DPI at print size.

Advertising for the Straightpipe can be submitted in the following file formats:

Adobe Illustrator CS3 with links included on disc and fonts converted to outlines.

Adobe InDesign CS3 with links and fonts included on disc.

Adobe PDF format.

EPS with fonts converted to outline.

Raster files can be submitted in EPS, TIFF or flat PSD format. JPEG format is accepted but not preferred.

Graphics files under 10 MB can be emailed to: straightpipe@studio553.com

Advertising Due Dates:

2009 Straightpipe Issue #1: 3/27/09

2009 Straightpipe Issue #2: 6/29/09

2009 Straightpipe Issue #3: 9/28/09

2010 Calendar Issue: 11/02/09

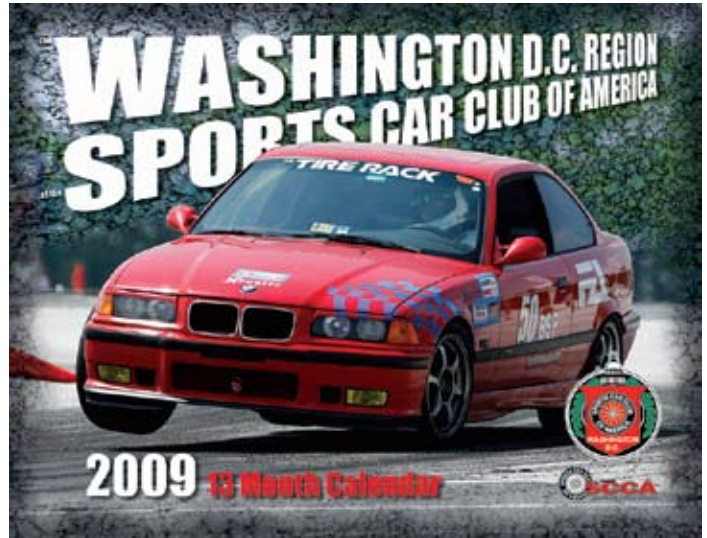
Advertising design services are available from:

Studio 553

Eric Kriemelmeyer

301-392-1131

sales@studio553.com



F&C
flagging and communication

Thanks Workers!

A letter to the members from James Noel, the new Region Executive.
Happy New Year!

I want to introduce myself and tell you what my goals are as your new Regional Executive. While many of you know me as one of the "men in white" I have roots in several other areas of our club, especially automotive. As such I intend to serve as the Regional Executive for our entire organization. Therefore, don't be surprised when I show up to help out at every participant—member point—no matter how many of your events this year. It is no secret that 2009 will be a challenging year for the Region. In making decisions, I intend to keep three goals firmly in mind. First, to ensure that we continue to provide the highest quality experience for all participants—both competitors and volunteer workers alike—of our motorsports programs. Second, to ensure that the resources you provide us, through your dues and entry fees are spent wisely. Finally, to provide a positive atmosphere where we all have fun—which, after all, is what this is all supposed to be about.

James

January 2009

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24 WDCR Awards Banquet	25
26	27	28	29	30	31	1



Example 2009 calendar cover and full spread layout

