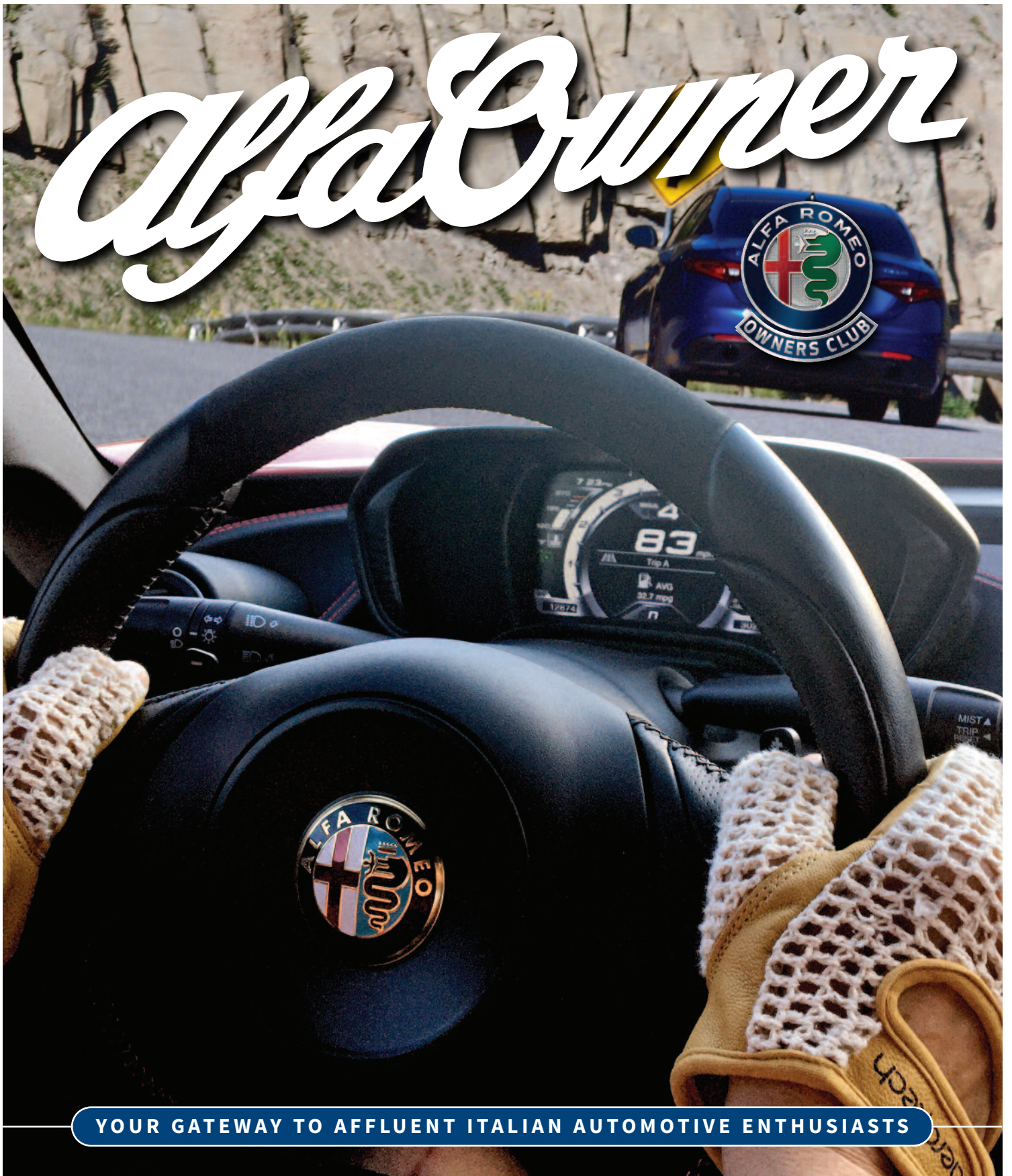


THE OFFICIAL PUBLICATION OF THE ALFA ROMEO OWNERS CLUB, USA

Alfa Owner



YOUR GATEWAY TO AFFLUENT ITALIAN AUTOMOTIVE ENTHUSIASTS

ADVERTISING KIT



The Alfa Romeo Owners Club is your gateway to more than 30,000 affluent automobile enthusiasts, engaging with this audience every month across a full spectrum of media platforms. Start with our flagship print magazine *Alfa Owner*, then add in social media, web, and in-person attendance with us at regional events, and you've unlocked a powerful, low-cost tool to reach the most active and passionate Italian automotive enthusiasts in North America.

■ **About the Magazine.** *Alfa Owner* has delivered news, history, member experiences, memorable travelogues, tech tips, and testimonials to an automotive lifestyle with passion, heart and panache monthly since 1958. For the past 10 years it has been professionally produced as a beautiful, glossy, 48-page magazine. In the coming months, the magazine will incorporate more of what the 21st century Alfa owner is looking for in the Italian motoring lifestyle. As an advertiser, you can efficiently and economically target this exclusive 10,000+ enthusiast audience that is actively shopping for anything that feeds their Italian passion, whether that be improvements and accessories for their cars, unique travel destinations, or even Italian products and experiences.

■ **Reach the Passionate Alfista.** Our members have attained a station in life where they can indulge in their passions:

- 70% have six-digit incomes or higher.
- 50% travel more than 21 days per year.
- 30% own two or more collector cars.
- 40% plan to purchase a new Alfa.
- 50% percent of are planning to purchase new or vintage Alfa tires, tools, performance parts and accessories.
- 65% maintain one or more classic car insurance policies.

■ **Cost Effective.** As a non-profit organization, our advertising rates are amongst the least expensive of the specialist German, Italian, Japanese sportscar publications. Our rates have remained relatively unchanged for years and this new advertising kit should make it easy for you to be onboard for the upcoming launch of our design refresh.

■ **Opportunities and Support.** Not only will your print ads be visible when the magazine is posted to the library pages of the AROC-USA.org website, you have an opportunity to post your message to the AROC website as banners or widgets on the club's landing page.

■ **Special Events.** AROC conducts an annual 4–6-day national convention that migrates among attractive venues across the U.S. and Canada. Upwards of 500 members regularly attend and it is a highlight of the North American Alfista year. Major 3-5 day regional gatherings are now also a part of the club's calendar, often as part of major concours, rallies or long weekend tours in Florida, California and Oregon. All advertisers are invited to participate, with regular advertisers receiving special, preferential treatment and inclusion. We drive our cars and are socially active. You can be front and center within this community.

AVAILABLE AD SIZES FOR ALFA OWNER

PRINT Ad Sizes

■ **PUBLICATION TRIM SIZE** 8.375" x 10.75" **1/4 PAGE HORIZONTAL** 4.75" x 3.25"

AD SIZE/DIMENSIONS **1/3 PAGE VERTICAL** 2.25" x 9.75"

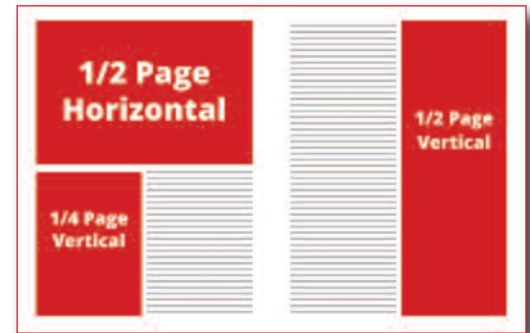
FULL PAGE BLEED 8.625" x 11" (Includes Bleed) **1/3 PAGE SQUARE** 4.75" x 4.75"

FULL PAGE NON-BLEED 7.125" x 9.75" **1/6 PAGE VERTICAL** 2.25" x 4.75"

1/2 PAGE VERTICAL 3.5" x 9.75" **1/6 PAGE HORIZONTAL** 4.75" x 2.25"

1/2 PAGE HORIZONTAL 7.125" x 4.75" **1/12 PAGE** 2.25" x 2.25"

1/4 PAGE VERTICAL 3.5" x 4.75" **BUSINESS CARD AD** 3.5" x 2"



WEB Ad Sizes

HOME PAGE TOP BANNER AD
\$200/month (1050 x 200 pixels, static)
\$225/month (dims-dims, animated)

HOME PAGE LOWER BANNER AD
\$175/month (1050 x 200 pixels, static)
\$200/month (dims-dims, animated)

HOME PAGE WIDGET AD #1
\$100/month (300 x 175 pixels, static)
\$150/month (dims-dims, animated)

HOME PAGE WIDGET AD #2
\$50/month (300 x 175 pixels, static)

EVERY PAGE RIGHT-SIDE TOP FOOTER AD
\$150/month (600 x 100 pixel, static)

EVERY PAGE RIGHT-SIDE LOWER FOOTER AD
\$125/month (600 x 100 pixel, static)

- **6,000+ page views per month**
- **1,600+ unique users per month**

Complementing the printed pages of *Alfa Owner* magazine, digital media reaches members and non-members through AROC-USA.org, Facebook, X, Instagram ad ClubExpress eblasts. The website features the latest news from Alfa Romeo, selected Facebook posts, and items from our 48 chapters nationwide. The site hosts member forums, photo galleries, classified advertising and information libraries, providing an diverse level of engagement alongside the magazine. These digital opportunities offer you extra visibility in an exclusive marketplace.

ADVERTISING RATES FOR ALFA OWNER

Size	Dimensions	1x	3x	6x	12x
Full Page bleed	8.625 x 11	650	600	550	500
Full Page non-bleed	7.125 x 9.75	650	600	550	500
1/2 page horizontal	7.125 x 4.75	310	290	265	245
1/2 page vertical	3.5 x 9.75	310	290	265	245
1/3 page square	4.75 x 4.75	275	250	230	210
1/3 page vertical	2.25 x 9.75	275	250	230	210
1/4 page horizontal	4.75 x 3.25	195	175	165	155
1/4 page vertical	3.5 x 4.75	195	175	165	155
1/6 page horizontal	4.75 x 2.25	165	155	145	135
1/6 page vertical	2.25 x 4.75	165	155	145	135
1/12 page	2.25 x 2.25	85	80	75	70
Business Card	3.5 x 2	85	80	75	70
Back Cover full bleed	8.625 x 11	1225	1150	1075	1000
Inside Front Cover full bleed	8.625 x 11	1025	975	925	875
Inside Back Cover full bleed	8.625 x 11	1025	975	925	875

- **FULL PAGE BLEED: 8.625" x 11"**
- **PUBLICATION TRIM SIZE: 8.375" x 10.75"**
- **ARTWORK: Published at 150 Line Screen, 300 DPI. Submit artwork in high-res PDF or JPG format. Send artwork by email.**
- **ANNUAL DISCOUNT: 2% discount will be applied for annual agreement with full payment upfront by cash or check.**
- **PREFERRED POSITION: 10% additional charge.**

CONTACTS

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