



Central California Chapter BMW CCA

P O Box 2587
Visalia, CA 93279

January, 2005

Dear Advertiser:

The Central California Chapter of the BMW Car Club of America invites you to advertise your business in our local publication, DAS RAD. Our local BMW chapter serves the southern San Joaquin Valley from Modesto to Bakersfield and the DAS RAD provides members with vital local and national club information and offers an opportunity for local automotive businesses to advertise their services. Currently the DAS RAD is sent to 350 to 370 chapter members and to 65 BMW CCA chapters across the country. DAS RAD is published quarterly.

Over the years DAS RAD has gone through many changes in size and layout. In 2004 DAS RAD added color to several pages of the publication. We will continue offer color advertisement opportunities in 2005 and also plan to change the layout slightly as to enhance the overall appearance of the publication. DAS RAD is published quarterly.

Advertising rates are as follows and are for one year (4 issues).

Full page (inner and outer cover)	\$425
Full page	\$350
Half page	\$300
Quarter page	\$225
Business card	\$100

Ads must be camera ready and ideally a digital format such as .pdf, or .jpg etc. Resolution should be at least 300 dpi in full size. All advertisements must be pre-paid before insertion.

Please contact Wayne Wundram at 559 734-3298 or email bmwayne@aol.com. You may submit your advertisement electronically via email or send to the PO Box listed above.

Thank you for your anticipated support.

Wayne Wundram, editor, DAS RAD