

THE STAR[®]

MERCEDES-BENZ CLUB OF AMERICA

General Rate Card # 21

Effective January 1, 2010

EDITOR and ART DIRECTOR: Gary Anderson

PUBLISHER: Mercedes-Benz Club of America, Douglas Truitt, Executive Director

ADVERTISING MANAGER: Michael Slaff

ADVERTISING MAILING ADDRESS:

**22 Woburn Street, Suite 36, Reading, MA 01867
781-944-3900 (tel) • 781-944-3901 (fax) • michael@131main.com**

The STAR is the national, bi-monthly publication of the 20,000-member Mercedes-Benz Club of America.

Advertisers reach a pure prestige market...affluent Mercedes-Benz owners who are committed to their association and their magazine.

What you don't reach with *The STAR* are thousands of 20-year-olds dreaming of owning a Mercedes someday. What you do reach is an audience of 100% serious Mercedes-Benz enthusiasts.

Our readers turn to *The STAR* to be informed, entertained and, of course, to see what the advertisers are offering. Most members shelve their copies for years and refer to them time and time again as they search out performance & luxury goods and services.

Simply put, the magazine becomes a catalog, producing dramatic, tangible and cost-effective results.

Beyond that, MBCA members are the people their co-workers, friends and relatives turn to for advice about all things automotive...our membership can be a 20,000-person sales force for you.

Please take a close look at *The STAR* and seriously consider it.

Most of the advertisers you see here have been running for years...they tell us we produce extremely well...issue after issue, year after year.

I hope we might do the same for you.

Michael Slaff
Advertising Manager

GENERAL ADVERTISING RATES

The STAR

BLACK & WHITE:

Size	1 Time	3 Times	6 Times
Full Page	\$1,660	1,605	1,520
2/3 Page	1,230	1,170	1,103
1/2 Page	946	916	848
1/3 Page	647	608	568
1/4 Page	513	490	452
1/6 Page	369	354	327
1/12 Page	186	178	165

FOUR-COLOR:

Size	1 Time	3 Times	6 Times
Full Page	\$2,437	2,302	2,128
2/3 Page	1,955	1,862	1,721
1/2 Page	1,682	1,627	1,564
1/3 Page	1,339	1,299	1,249
1/4 Page	1,026	995	967
1/6 Page	782	746	724
1/12 Page	395	376	366

SPECIAL POSITIONS: Available at a modest premium

INSERTS & SPECIAL UNITS: Rates and specifications available upon request.

COPIES OF MAGAZINE: Advertisers receive one checking copy of the issue in which their ad appears. Bulk copies are available at publisher's cost per copy, plus shipping. Bulk copies must be ordered prior to the space closing.

TERMS: Net 30 days.

GENERAL REQUIREMENTS

The STAR

TRIM SIZE: 8-3/8 x 10-7/8

BINDING METHOD: Perfect bound

PRINTING METHOD: Computer-To-Plate Web Offset

COLORS: CMYK

AD SIZES:	Non-bleed	Bleed	Trim Size
<i>All sizes are width x depth</i>			
Spread	n/a	17 x 11-1/8	16-3/4 x 10-7/8
Full Page	7-1/4 x 10	8-5/8 x 11-1/8	8-3/8 x 10-7/8
2/3 Page	4-3/4 x 10	5-3/8 x 11-1/8	5-1/4 x 10-7/8
1/2 Page Island	4-3/4 x 7-1/2	N.A.	N.A.
1/2 Page Horizontal	7-1/4 x 4-7/8	8-5/8 x 5-3/8	8-3/8 x 5-1/4
1/3 Page Vertical	2-1/4 x 10	3 x 11-1/8	2 7/8 x 10-7/8
1/3 Page Horizontal	4-3/4 x 4-7/8	N.A.	N.A.
1/4 Page Standard	3-1/2 x 4-7/8	N.A.	N.A.
1/4 Page Vertical	2-1/4 x 7-1/2	N.A.	N.A.
1/4 Page Horizontal	4-3/4 x 3-5/8	N.A.	N.A.
1/6 Page Vertical	2-1/4 x 4-7/8	N.A.	N.A.
1/6 Page Horizontal	4-3/4 x 2-3/8	N.A.	N.A.
1/12 Page	2-1/4 x 2-3/8	N.A.	N.A.

LIVE AREA: 1/4" in from trim

DIGITAL ADVERTISING SPECIFICATIONS

PROOFS: The STAR Magazine cannot assume responsibility for printing accuracy or quality without valid hard copy proofs.

RESOLUTION: 300 dpi

SCREEN RULING: 150 line

DESKTOP FILE FORMATS:

- Preferred format: high-resolution PDF

AD PRODUCTION SERVICES: Design and composition services are available at nominal rates. The deadline for ads requiring production service is 5 days prior to the space closing.

2010 DEADLINES

The STAR

The STAR is issued bi-monthly.

All insertion orders and advertising materials should be sent to:

The STAR
Attn: Michael Slaff
22 Woburn St, Suite 36
Reading, MA 001867
michael@131main.com

ftp information:

Domain name: files164.cyberlynk.net

Username: Starads (case sensitive)

Password: Star (case sensitive)

Important: please send email to address above with notice of the upload

Please note: Material closing dates are for finished material only. Advertising requiring production of any kind is required by the space closing.

<u>Issue</u>	<u>Pub date</u>	<u>Space closing</u>	<u>Material Closing</u>
January/February 2010	Jan 1	Thursday, Nov 19, 2009	Wednesday, November 25, 09
March/April	Mar 1	Friday, January 15, 2010	Friday, January 22
May/June	May 1	Wednesday, March 17	Wednesday, March 24
July/August	Jul 1	Wednesday, May 19	Wednesday, May 26
September/October	Sep 1	Tuesday, July 20	Tuesday, July 27
November/December	Nov 1	Friday, September 17	Friday, September 24

CIRCULATION BREAKOUT

The STAR

NEW ENGLAND

CT	427
MA	526
ME	61
NH	126
RI	77
VT	60
TOTAL	1,277

W N CENTRAL

IA	104
KS	209
MN	277
MO	300
NE	76
ND	14
SD	15
TOTAL	995

W S CENTRAL

AR	75
LA	136
OK	205
TX	1466
TOTAL	1,882

E N CENTRAL

IL	690
IN	243
MI	405
OH	645
WI	337
TOTAL	2,320

MID ATLANTIC

NJ	796
NY	1119
PA	908
TOTAL	2,823

SO ATLANTIC

DE	46
DC	83
FL	1383
GA	554
MD	701
NC	520
SC	225
VA	984
WV	56
TOTAL	4,552

MOUNTAIN

AZ	546
CO	542
ID	40
MT	28
NV	198
NM	156
UT	40
WY	18
TOTAL	1,568

E S CENTRAL

AL	145
KY	151
MS	44
TN	372
TOTAL	712

PACIFIC

AK	28
CA	3056
HI	78
OR	312
WA	645
TOTAL	4,119

CANADA	347
MISC/INT'L	188

TOTAL

20,783

COMMISSIONS AND GENERAL CONDITIONS

The STAR

Advertising agencies may take a 15% commission if paid within 30 days of invoice date.

The 3-time rate is earned in 3 or more issues; the 6-time rate is earned by advertising in 6 issues in one year. An advertiser who fails to complete a committed schedule will be subject to the next shorter rate. First-time advertisers are required to pre-pay their first insertion. We accept Visa, Amex and MasterCard. Advertising agencies are fully responsible for advertisements ordered through them. The publisher reserves the right to hold the advertiser and its advertising agency jointly or severally liable for money due for advertising in The STAR. The publisher is not bound by any conditions appearing on any insertion order or contract when those conditions conflict with the terms of this rate card.

The publisher is not responsible for errors in advertiser-furnished materials. Position of advertisements is at the discretion of the publisher. The publisher is not responsible for errors in key numbers.

Advertisements are accepted and published upon the representation that the agency and advertiser are authorized to publish all contents and subject matter. In consideration of the publisher's acceptance of an advertisement, the agency and advertiser will indemnify and save the publisher harmless for and against any loss or expense resulting from claims or suits based on advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism, and trademark or copyright infringement. Court costs, legal fees, and other costs of collecting unpaid accounts will be borne by the advertiser. The publisher reserves the right to reject any advertising