



# Pontiac Oakland Club International

**The World's Largest  
ALL-PONTIAC CLUB**

Serving Pontiac, Oakland and GMC Truck enthusiasts (all years and models).

**SMOKE SIGNALS** is an award winning, high quality, full color magazine for our members  
(9 issues per year)      **Circulation of 6,900**

## PRICING FOR DISPLAY ADVERTISING IN SMOKE SIGNALS – PER ISSUE

### SPECIAL OFFER

Prepaid contract for three insertions ( 3X )  
Prepaid contract for six insertions ( 6X )  
Prepaid contract for twelve insertions ( 12X )

10% discount  
15% discount  
20% discount

### POCI DISPLAY ADS • Advertising Policy

The Pontiac-Oakland Club International, Inc. publishes the Display Advertising section of *Smoke Signals* magazine as a service to Pontiac-oriented businesses and organizations. POCI makes no claims, either stated or implied, concerning the quality, authenticity or availability of any items or services offered. Furthermore, POCI claims no responsibility for any transactions good or bad, as a result of the *Smoke Signals* display ad section. Additionally, POCI and/or the *Smoke Signals* advertising committee reserve the right to accept or reject any advertisement from any person or organization for any reason and without justification for any decision made.

Display advertisers in this magazine, current or past issues, shall neither claim nor can claim any endorsement by POCI as to their quality or authenticity; they are featured strictly for informational purposes.

For Display Advertising questions/submissions, contact:  
**Paul Bergstrom, P.O. Box 421, Long Lake, MN 55356**  
(763) 479-2111 • E-mail: [pociworldhq@aol.com](mailto:pociworldhq@aol.com)

### POCI DISPLAY ADS • Ad Sizes and Rates

Cover (Outside, Back), CMYK, Full Bleed\* .....8.75x11.25" ..... \$600.00  
Cover (Inside, Front or Back), CMYK, Full Bleed\* .....8.75x11.25" ..... \$500.00

Interior Pages (B/W or CMYK):	width x height	Monthly
Full Page (Full Bleed)*	8.75x11.25"	\$400.00
Full Page (No Bleed)	7.5x10"	\$400.00
2/3 Page Vertical	4.93x10"	\$300.00
1/3 Page Vertical	2.36x10"	\$160.00
1/3 Page Square	4.93x4.9"	\$160.00
1/2 Page Horizontal	7.5x4.9"	\$225.00
1/2 Page Vertical	4.93x7.45"	\$225.00
1/4 Page Vertical	3.65x4.9"	\$125.00
1/4 Page Horizontal	7.5x2.35"	\$125.00
1/6 Page Vertical	2.36x4.9"	\$75.00
1/6 Page Horizontal	4.93x2.35"	\$75.00
1/12 Page Square	2.36x2.35"	\$45.00

Ads should be submitted as either PDF (fonts embedded) or JPEGs built to proper size and minimal compression. Editor reserves the right to adjust sizes as required.  
\* Full Page Bleed Display Ads trim to 8.5x11". Do not use borders near trims.  
All ads (except cover positions) are Run of Publication (ROP). Non-contracted, monthly rates shown. Contact Display Ad Manager (at left) for contract rates.  
DEADLINE: All new and updated advertisements must be received by the 1st of the month prior to the publication date (Ex: January 1 for the February issue).

Invoicing for advertising will be done on the 1<sup>st</sup> of the month for that month's publication, unless a pre-paid contract has been agreed upon. We accept check or credit card payments.

Contact **Paul Bergstrom** to make arrangements: 763-479-2111 or via E-mail at [pociworldhq@aol.com](mailto:pociworldhq@aol.com)