

Information about yourselves

Contact Name:

Business Name & Address:

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..... **Postcode:**

Tel No(inc dial code): **Email:**

Web Address:

Brief Description of your business:

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What forms of advertising are you interested in (please include size of advert) :

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Are you able to supply your own artwork?

If not, would you like us to organise this for you? (this will incur a further cost)



2011 Hill Climb Season

Advertising Information:-

With the start of the 2011 Season rapidly approaching we thought we'd take this opportunity of writing to you with details of the various ways in which you can promote your Company with us.

Membership of the Club is just under 2000; this is a mix of UK and International residents. Every quarter, as part of our membership package, we produce two publications for our members. One is our Club newsletter (mono only) and the other is our Club Magazine (Bugantics, a mix of colour and mono).

Each year we host five hill climb events and for each event we produce a programme. We generally produce 800 programmes for each; 200 for our Competitors, 200 for our Marshals and the remainder are sold to spectators over the weekend.

It is possible to have banner advertising promoting yourselves throughout the season and this can be positioned either by the Start Line or Trackside. Your banner would be seen not only on our event days but also on our corporate days, Drivers' school days and our at our Members' Summer Garden Party.

We can easily create a bespoke advertising package for you, which can be a mix of the above elements; tailor-made to suit your business' needs.

To discuss this further please contact **Emma Avery**, Membership & Promotions Secretary, The Bugatti Owners Club, Prescott Hill, Cheltenham, GL52 9RD.

Direct Line: 01242 662914 or email: emma@bugatti.co.uk

B.O.C Membership Newsletter Advertising Costs

This is an A5 mono publication that is sent to our members every quarter.

Distributed	Artwork Needed by	Cost
March (early)	3 February 2011	Back Cover £100 +VAT
June (early)	6 May 2011	Inside cover (front or back) £85+VAT
September (early)	5 August 2011	Inside full page £75+VAT
December (early)	3 November 2011	Inside half page £50+VAT Inside quarter page £35+VAT
		<i>It is also possible to do leaflet insertions at a cost of £100+vat per 1000</i>

Bugantics Advertising Costs (Club Magazine)

This is an A5 publication which is a mix of colour and mono sections. Please contact John Staverley (Editor) on 01603 881112 or email johnstaveley@ic24net for more information.

Distributed	Artwork Needed by	Cost
March (early)	3 February 2011	Mono half page £75 +VAT
June (late)	6 May 2011	Mono full page £100 + VAT
September (late)	5 August 2011	Colour half page £100 +VAT
December (mid)	3 November 2011	Colour full page £145 +VAT

Event Programme

We produce an A5 publication for our events which is a mix of colour and mono pages. For our event, La Vie en Bleu we produce a slightly larger colour publication

Event Programme	Artwork Needed by
British & Midland Championships (30 April & 1 May 2011)	Friday 8 April 2011
La Vie en Bleu (28 & 29 May 2011)	Friday 6 May 2011
Midsummer Speed Fest (25 & 26 June 2011)	Friday 3 June 2011
British Championships Weekend (3 & 4 September 2011)	Friday 12 August 2011
The Autumn Classic (1 & 2 October 2011)	Friday 9 September 2011
Cost	
Colour Advertising: Inside full page £100+vat Inside half page £80+vat Inside quarter page £55+vat	Mono Advertising (Black & White): Inside Cover (front or back) £120+vat Inside full page £80+vat Inside half page £60+vat Inside quarter page £45+vat

Advert Dimensions

B.O.C Newsletter/Bugantics/Standard Event Programme

Our newsletter/Bugantics and standard event programmes (produced for first, third, fourth and fifth events) are all A5 publications and the advert dimensions are as follows:-

Full Page:	Text Area 128mm wide x 190mm high Page size 148mm wide x 210 mm high Bleed 3mm
Half Page Adverts:	Text area 128mm wide x 90mm high Page size 148mm x 100mm high Bleed 3mm

Quarter Page Adverts: Text area 61mm wide x 90mm high

La Vie en Bleu Programme—Advert Dimensions

For our event in May we produce a slightly larger programme and it is in full colour

Full Page:	Text area 160mm wide x 225mm high Page size 190mm wide x 245mm high Bleed 3mm
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Half Page Portrait:	Text area 76mm wide x 225mm high Page size 91mm wide x 245mm high Bleed 3mm
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Half Page Landscape:	Text area 160mm x 108mm high Page size 190mm wide x 118mm high Bleed 3mm
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Quarter Page Adverts: Text area 76mm wide x 180mm high

Banner Advertising

It is possible to have a banner(s) (provided by yourselves) advertising your business either around the start-line area or trackside. Your banner would then be displayed for our entire 2011 season and would be visible not only on our event days but also at our corporate events, Drivers' School and Members' only summer Garden Party.

The banner measurements are 600mm high by 2.6m long.

The cost of banner advertising is £200+vat for being around the start-line area or £100+vat for being trackside alongside our hill climb course.

Bespoke Advertising Packages/Sponsorship/Trade Stands/Display areas

Perhaps you would like to pick 'n' mix these areas or you would like to consider Sponsorship or having at presence at our events, if so please contact **Emma Avery** on **01242 662914** or email **emma@bugatti.co.uk** who will be happy to go through your requirements with you and put together a specific advertising/sponsorship proposal for you.