

VOA ADVERTISING PROGRAM

The Viper Owners Association wants to establish a thriving vendor connection as a resource to its club members. There are terrific opportunities for businesses to connect directly to Viper owners and enthusiasts to help spread the word on their products and services. That *connection* can be made through the following two methods:

- **Website** - Rotating, static, and/or animated banners on the national website
- **Viper Quarterly** - Multiple ad options for placement in our Viper magazine

Advertise with the VOA and receive the full service that you deserve!

What do we mean by our **10-point full service** when you advertise with the VOA?

1. VOA website was designed for effective & efficient communication with the Viper family
2. VOA is an all-inclusive organization, embracing diverse Viper owners/vendors/dealers
3. VOA operates in concert with the manufacturer to share the latest information
4. VOA makes it easy to reach your targeted market, via a vast network of Viper owners
5. VOA web moderators are instructed to allow full and open dialogue on all topics
6. VOA ad committee members are available to assist in customizing your message
7. VOA will provide you with feedback on the # hits/month on your banner ad
8. VOA provides graphics designers at very reasonable rates
9. VOA will provide world class articles covering a wide variety of topics in Viper Quarterly
10. VOA promises to ship Viper Quarterly on-time each quarter

Advertise on the VOA Website- Effective & Efficient!

The Viper Owners Association realizes that your time is valuable and that the most effective way to reach your target audience is via electronic means. Technology is continuously changing, so the VOA will continue to improve in response to your needs. Our website is designed with several marketing possibilities for you to explore which are both affordable and allow for some customization specific for your business:

Costs and Types of website Ads (Based on 6 months):

BANNER TYPE	COST
Index Page - Uses 50% scaled version of your banner on the HOME PAGE of the website. Banner displayed at all times with web-link to your company.	\$500
Main Forum list page - Full size banner on the top of the MAIN FORUM LIST page as a header. Banner rotates with other vendors, once per page load.	\$350
Inside a Forum Zone (including all threads) - Full size banner within a specific FORUM ZONE. Banner rotates with other vendors, once per page load. Will be seen on all threads within the zone you select.	\$250
Classifieds page zone - Full size banner on the top of the main CLASSIFIED page as a header. Banner rotates with other vendors, once per page load.	\$200
Picture gallery zone - Full size banner on the top of the main PICTURE Gallery page as a header. Banner rotates with other vendors, once per page load.	\$200
Package Deal - 15% additional discount if you buy ALL of the above options!	\$1250

In addition to ANY of the above choices you choose, you'll also receive these value adds:

- Your forum avatar will have the title of "site sponsor"
- You will be allowed a custom signature on your posts
- You will receive a dedicated forum in the "Vendor Showcase" for your company
- Your full-size banner will be added to a sponsor page (with link to your website)
- You can request customized statistics for web usage/hits on your banner(s)

Our forum lists (by zone) include but aren't limited to:

New Owner Questions and Introductions	Merchandise, Collectibles, Memorabilia, Apparel
General	Membership, Information, and News
Gen I / Gen II	VOA Events and Gatherings
Gen III / Gen IV	Northeast Regions
Gen V	Southeast Regions
Viper Competition Coupe/ACR-X/GTS-R	Midwest Regions
SRT HQs / Factory Area – available only to SRT	Southwest Regions
Tire, Wheel, Brake & Suspension	West Regions
Performance Modifications	International Regions
Viper Detailing Tips and Tricks	Fun and Games
How To's	Your Other Rides
Viper Parts and Accessories	

Specifications on the banners are as follows:

Full size banner	468 x 60*	In Pixels (width x height)
Scaled banner	185 x 24	In Pixels (width x height)
Image types	.GIF, PNG, or .JPG format	

*Approximate size shown below



The VOA also offers banner design services! We can create custom banners (with animation) for a modest price of \$150. Inquire about our services if you need them!

The following information is required to setup an ad:

#	Item	Comment
1	Advertiser's Name	You real name, not the business name
2	Advertiser's Email	The email that you'd like us (and customers) to contact you
3	Target URL	Where click throughs should be sent
4	Alternate Text Message	20 characters max, text browser doesn't support graphics
5	Ad ID	Perhaps your company name
6	Total Ad Cost	The total cost of services you've chosen
7	Billing Address	For invoicing
8	Billing Contact	For invoicing
9	Phone Number	Contact phone
10	Fax Number	Fax number
11	Two Business References	Keywords that describe your business

Terms and Conditions for **website Ads**:

1. Ads are to be paid in advance
2. 30 day notice will be provided before expiration of an ad
3. Index page advertising spots are limited and subject to availability
4. VOA is not responsible for the accuracy of the content
5. VOA reserves the right to reject any submittal
6. For info, contact Brian Oppenheimer at brian.oppenheimer@driveviper.com or (888) 778-1545, extension 3
7. Advertising and banner content is subject to availability and approval



Advertise in Viper Quarterly

15% discount on Standard Rates for ads placed for 1 year (4 issues)

<i>Position</i>	<i>Standard Rate/issue</i>
Inside Front Cover	\$3000
Inside Back Cover	\$3000
Back Cover*	\$4000
Spread (2 pages)	\$4000
Full Page	\$2500
½ Page	\$1300
¼ Page	\$700

*only available on a quarterly basis, limited to availability

Advertising Schedule:

<i>Issue</i>	<i>Ad Close</i>	<i>Materials</i>	<i>Circulation</i>
Quarter 1	1 February	1 March	1 April
Quarter 2	1 May	1 June	1 July
Quarter 3	1 August	1 September	1 October
Quarter 4	1 October	1 November	1 December

Advertising specifications:

Digital File Specifications: Native Illustrator, InDesign or Photoshop files

Resolution: All files to be provided at 300 dpi, high resolution PNG

Fonts: Must be embedded, require “print/press ready” PDF

Colors: All ads to comply with CMYK color mode

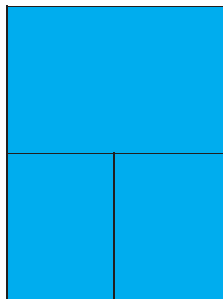
Proofs: All ads shall be accompanied by a commercial-grade proof

Not accepted: Word, PowerPoint, or Publisher files as these are not appropriate formats for offset printing

Terms and Conditions for **Viper Quarterly** ads:

1. Advertising in Viper Quarterly requires a pre-paid order prior to the ad close date
2. Customer must comply with the advertising specifications (provided above)
3. Advertising space is limited and subject to availability
4. VOA is not responsible for the accuracy of the content
5. VOA reserves the right to reject any submittal
6. For availability information, contact Brian Oppenheimer at brian.oppenheimer@driveviper.com or (888) 778-1545 extension 3
7. If you have recommended improvements, please contact the VOA Advertising Team

Ad specs:

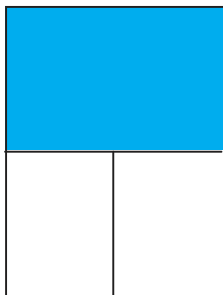


Full Page Ad:

Trim size: 8.5"x10.875"

Bleed size: 8.75"x11.1"

Live area: 8.25"x10.62"

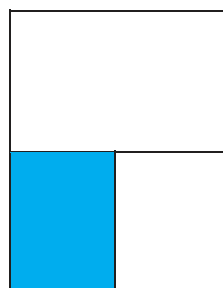


Half Page Ad:

Trim size: 8.5"x5.43"

Bleed size: 8.75"x5.68"

Live area: 8.25"x5.18"



Quarter Page Ad:

Trim size: 4.25"x5.43"

Bleed size: 4.5"x5.68"

Live area: 4.0"x5.18"



VOA contact information:

Viper Owners Association

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