

stars & pipes

Newsletter of the Fairfax, VA H.O.G. Chapter



Fairfax H.O.G. (Harley Owners' Group) 2018 Advertising Rates

Who we are

The Fairfax H.O.G. (F.H.O.G.) Chapter began in 1999 with an organizing committee of four. Today our membership nears 800 riders and passengers, people from every walk of life with the full spectrum of riding experience. According to figures on the Harley-Davidson web site, as well as an article in Fortune magazine, a Harley owners' average annual income is \$80,000 and the average age is 46. Most F.H.O.G. members have discretionary income, are professionals, like to eat out and travel, and have insurance, real estate and other needs. **In other words, the *Stars & Pipes* newsletter is a great way to advertise your business!**

Advertising Guidelines

- We welcome any advertiser not in direct competition with our sponsoring dealership, Patriot Harley-Davidson.
- All ads must be tasteful in content (no profanity or adult content). F.H.O.G. may, at its sole discretion, decline to accept and publish a submitted advertisement. In such case, any funds tendered by the prospective advertiser for the refused ad will be refunded promptly.
- Advertising content is the sole responsibility of the advertiser and will be run as submitted; ads are not proofed.
- Ads can be camera-ready, however electronic format is preferred. If ads are submitted electronically, accepted file types are jpeg, tiff, eps, doc or pdf. Resolution must also be at least 200 dpi (no screen dumps from the internet, otherwise graphic content is pixelated and doesn't print well. No gifs accepted). Word, Photoshop, Illustrator, PDF or QuarkXpress files accepted. Note: ads generated with logos, images, etc. must include the original linked graphics with the layout file in order to print properly; contact the editor if there are any questions: editor@fairfaxhog.com. Simple ads can be designed for an additional fee of \$25—contact the editor prior to the monthly deadline.
- Payment in full is due with ad; if ad precedes payment, it will not be run until payment has been received. Checks should be made payable to Fairfax H.O.G.

Newsletter Ad Sizes and Rates

Size	1/2 Page	1/4 Page	1/8 Page
Measure*	7 1/4" w x 5" h	4 3/4" w x 5" h	4 3/4" w x 3" h
Price	\$ 100	\$ 50	\$ 25

SPECIAL OFFER—BUY 10 ADS & GET THE 11th FREE!

* NOTE: Height of ad can be shorter; please advise editor of trim size when submitting ad.

Fairfax H.O.G. Advertising Order Form

Please complete all information. Payment must be sent with this form to address below.

Date: _____

Advertiser Contact Name: _____ E-mail: _____

Advertiser Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone #: _____

Advertiser's Signature: _____

Newsletter advertising submissions are due by the 15th of each month. Make checks payable to: FAIRFAX VA H.O.G.
Stars & Pipes is published 11 times a year (there is a combined January–February issue)

Mail to: Fairfax VA H.O.G. Advertising, c/o Teri Diehl
9739 Fairfax Blvd
Fairfax, VA 22031

Questions?
Contact Teri Diehl at 703-980-9289
or editor@fairfaxhog.com

E-mail artwork files to: editor@fairfaxhog.com. Camera-ready artwork should be sent with the check to the address above.