

# DAC NEWS

MAGAZINE OF DETROIT ATHLETIC CLUB



## 2009 Media Kit

America's Finest Club Publications

The *DAC News* is the award-winning magazine written for, about and distributed to members of the Detroit Athletic Club. No other monthly publication offers advertisers a chance to reach the best of southeastern Michigan's business, civic and leadership community. Published for over 93 years, the *DAC News* includes features and photo stories focused on business, history, culture, sports and the Detroit community, presented in a high quality, four-color, glossy format.



# DAC NEWS

The *DAC News* provides a remarkable and affordable opportunity for advertisers to showcase themselves to an elite audience of DAC members. Our readership is comprised of affluent and highly educated business leaders who are not only decision makers for their organizations, but also have a wide variety of personal interests and the means to pursue them.

The unique mixture of our editorial content is appealing to both the professional and personal consumer, offering the best advertising value in the area.



## From Our Members

**"It's a good read – even if it is an old issue. We save them all ... lots of great articles, historical stories about Detroit & the DAC."**

**"Keeps you updated on what's happening in the Club, and interesting reading material!"**

**"Ads as important as editorial; some are very entertaining."**

## Readership Profile, Circulation & Distribution

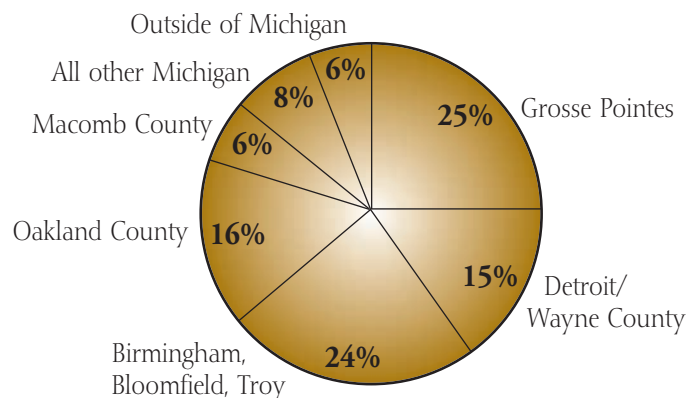
- Male - 86%
- Married - 81%
- Children under 21 - 30%
- Mailed to home - 85%
- Over 50% of readers are women
- Median age - 55
- Over 59% have a household income of over \$200,000

### Professional

- Owner/President - 19%
- CEO - 13%
- VP - 12%

### Interests:

- Sporting events - 45%
- Travel - 29%
- Music & art - 29%
- Gourmet food - 23%
- Investments - 22%



**MONTHLY CIRCULATION: 4,500 \* MONTHLY READERSHIP: 14,000**

## Contact DAC News Magazine

### Advertising

Advertising Manager - Cathy Condino  
(313) 442-1036, cathy@thedac.com

### Ad Representatives:

Logos Communications (734) 667-2005  
Mary Pantely & Associates (248) 723-8771

### Editorial

Editor & Publisher - Kenneth H. Voyles  
(313) 442-1034, kenv@thedac.com

# DAC NEWS

## 2009 Advertising Rates

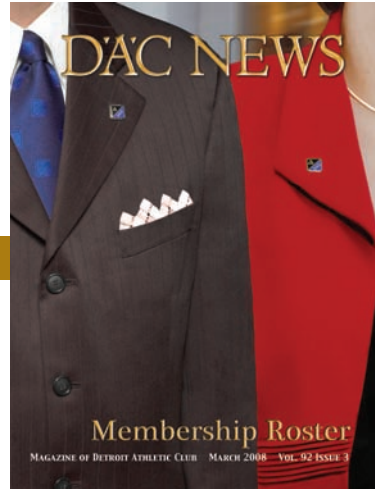
1x      3x      6x      11x

### 4 Color Ads

Full Page	\$2,000	\$1,915	\$1,810	\$1,695	\$2,060
2/3 Page	1,410	1,360	1,295	1,205	1,450
1/2 Page	1,100	1,065	1,010	950	1,135
1/3 Page	825	790	750	705	850
1/6 Page	500	485	455	425	515

### March Roster 1x Rates

Full Page	\$2,060
2/3 Page	1,450
1/2 Page	1,135
1/3 Page	850
1/6 Page	515



### Special Advertising

- Position Request: 15% premium
- Inserts: \$2,000
- Spot Color
- Family/Business Advertorials
- Personal Announcements
- Advertising for New Members
- Advertising for 3Bs Members

### Black/White

Full Page	\$970	\$935	\$850	\$825	\$1,000
2/3 Page	730	705	665	620	750
1/2 Page	575	550	525	495	590
1/3 Page	445	430	410	375	460
1/6 Page	265	255	245	235	275

### Covers

Back Cover	\$2,330	\$2,210	\$2,075	\$2,500
2nd Cover	2,125	2,020	1,890	2,300
3rd Cover	2,040	1,935	1,810	2,200

*Advertising close is the first day  
of the month preceding magazine cover date.  
Materials due on the 15th day  
of the month.*

## Production Information & Terms

### Production Specifications

Payments - Invoices are sent on publication and due within 30 days.

Art Media - Zip disk or CD for 200 line screen output (300 dpi).

Acceptable file formats - Current versions of Quark XPress or PageMaker; Adobe Illustrator; Adobe Photoshop or high resolution PDF (current version Adobe Acrobat). Digital color proof for four-color process and laser for black & white required. Color lasers, tear sheets, Xeroxes or fax copies are not acceptable for final art. Some camera-ready original art is acceptable, but not preferred. Images should be cmyk.

Printing - Six-color press with an aqueous coating tower is printed 200 line screen. Digital color proof, chromalins, waterproofs or matchprints are required for four-color process.

Special Positions - Positions are available at 15% premium and reserved for 4 color, 11x cycles. They are only available for full page or half page advertising. Gatefolds and centerspreads are also available.

Inserts - Inserts are available per individual issue and are subject to scheduling and mechanical requirements. Additional charges billed for special handling (glue-in or for printing and inserting into envelopes if necessary).

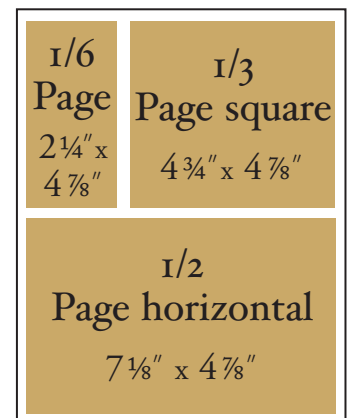
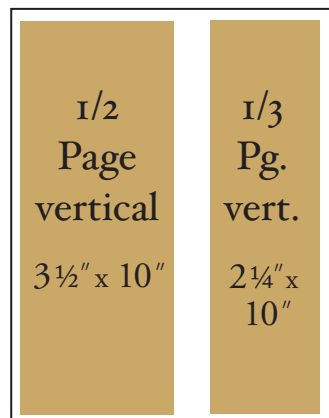
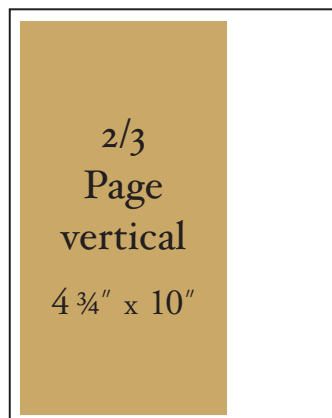
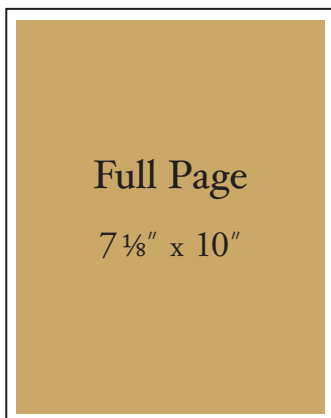
Bleeds - File size should be 8 3/4" x 11 1/4"

### Terms and Conditions

Acceptance - All advertising is subject to acceptance at the publisher's discretion.

Alterations - Fees will be charged for advertiser-requested alterations.

Commissions - Agency Commission are accepted by the DAC News only with prior publisher approval.



# 2009 DAC News Editorial Calendar

JANUARY  
Boating & Club Election

FEBRUARY  
Leadership

MARCH  
Membership Roster

APRIL  
Baseball & Golf

MAY  
Travel & Leisure

JUNE  
Home & Style

JULY  
Education & Technology

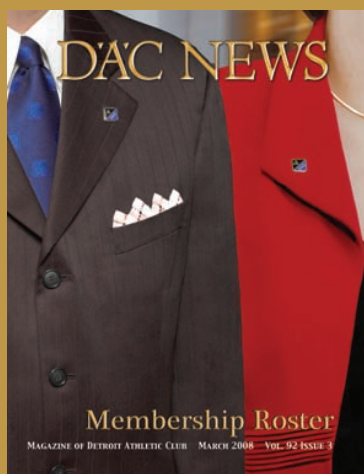
AUGUST  
Business Directory

SEPTEMBER  
Downtown Development

OCTOBER  
Detroit History Issue

NOVEMBER  
Holidays & Family

DECEMBER  
Automotive



## DAC Roster

Our most important issue, the annual Membership Roster – now in its 86th year – features a complete list of every DAC member. It is the comprehensive yearbook for any advertiser looking to reach this important audience. Deadlines are end of January.



## History Issue

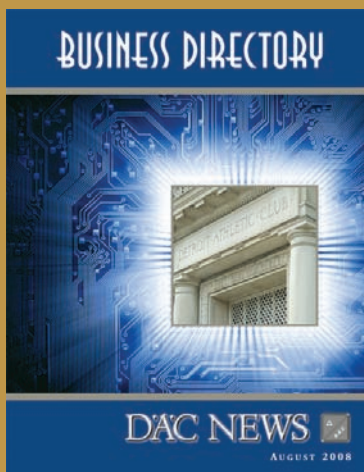
Published each October, the annual History Issue gives an in-depth look at the DAC's participation in the development of the industries and events that shaped Detroit and the nation. Eagerly anticipated, these issues have become keepsakes for our readers. Deadlines are end of August.



## Preview

The Preview newsletter is published 11 times a year and offers unique advertising opportunities for DAC members only, including space on the back cover, inside front and back covers and inserts. Deadlines are two months prior to issue.

ALL PUBLICATIONS ARE AVAILABLE ONLINE TO DAC MEMBERS.



## 13th Annual Business Directory

The DAC Business Directory is available for member advertising only. This annual business resource – now in its 13th year and in full color – is distributed at no charge to all members in August. Advertising flexibility is at the heart of the Directory, with space from a simple listing to a full page ad available. Deadlines for the Directory are in mid-April.

### Business Directory Advertising

#### Display Ads

Full Page	\$2,500
1/2 Page	1,550
1/4 Page	850
1/8 Page	450
Business Card	430

#### Company Listings

5 Lines	\$30
Each add'l line	15
<b>Covers – 4 Color</b>	
Back Cover	\$5,000
2nd/ 3rd Cover	4,000
Inside Truck	3,500