147,000 UNIQUE VISITORS/MONTH
373,000 PAGE VIEWS/MONTH

The go-to destination for BMW Car Club members and non-members alike for the best news, upcoming event listings, classifieds, forums, and entertaining content about the BMW universe.

Visit the site here: http://www.bmwcca.org

GENERAL ADVERTISING RATES & MECHANICAL SPECIFICATIONS

BMWCCA.ORG – RUN OF SITE

300x250 box Footer - run of site $900.00 net/month

BMW CCA NEWS – PRESENTING SPONSOR
Location: bmwcca.org/news
Three Units:
1) Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
2) 260x290 banner on the side of each news article
3) Sponsored Story Space

$350.00 net/month

CLASSIFIEDS – PRESENTING SPONSOR
Location: bmwcca.org/classifieds
Two Units:
1) Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
2) 468x150 banner below the first classified ad on each page of the listings
3) 260x290 sidebar on each classified ad page

$750.00 net/month

FORUMS
Location: bmwcca.org/forum/index.php
468x60 banner at the top of each page

$595.00 net/month
EVENTS/CALENDAR PACKAGE – INCLUDES PRESENTING SPONSOR
Four Units: Location: bmwcca.org/events
1) 728x90 Leaderboard at the top of the Events landing page (also need a 234x60 for mobile)
2) 300x250 Sidebar on each event detail page
Location: bmwcca.org/calendar
3) Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
4) 728x90 banner appears below the Calendar of Events (also need a 234x60 for mobile)

$400.00 net/month

ROUNDEL MAGAZINE – PRESENTING SPONSOR
Location: bmwcca.org/roundel
Two units:
1) Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
2) 260x290 banner in Right hand sidebar of every Roundel article

$300.00 net/month

INSTAGRAM – PRESENTING SPONSOR
bmwcca.org/instagram/media/hashtags
Includes:
1) Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
2) Dedicated Instagram feed with hashtag of your choosing

Our Instagram Feed page allows us to crowdsource pictures from local, regional, and national BMW CCA events around the country. These member-generated photos provide entertaining content for current and potential members to enjoy throughout the year and also provide a glimpse into the Club lifestyle.

The Instagram Feed Page provides a great opportunity for a company that is very active and engaged in the world of social media. There are unlimited possibilities with the dedicated Instagram Feed with hashtag of your choice. A promotion or contest can be conducted using a selected hashtag and rewarding BMW CCA members who post their pictures to the feed. User-generated content is a powerful medium in today’s marketplace, especially when it’s created by influencers who naturally promote the BMW brand and lifestyle.

Special Note: We will run a story under Club News in Roundel Weekly about the sponsor’s Instagram promotion and 2 BMW CCA Facebook page posts each quarter with an annual agreement. The bonus coverage in Roundel Weekly and on our Facebook page will help drive traffic to the sponsored video content and also provide additional exposure for your brand.

$1,500.00 net/year

For information contact:
Michael Slaff
781-315-3839 • Michael@131main.com

VIDEO GALLERY – PRESENTING SPONSOR
bmwcca.org/videos
Includes:
1) Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
2) 4 sponsored video listings

The video gallery is where you will find all of the Club’s latest video content from national and regional events, special drawings, and press events. As the presenting sponsor of the video gallery you have the opportunity to provide up to 4 videos that will be displayed on the page in a special sponsored category. This is an excellent opportunity for companies with how-to or great product-related video content.

Special Note: We will run a story under Club News in Roundel Weekly about the sponsor’s video content and 2 BMW CCA Facebook page posts each quarter with an annual agreement. The bonus coverage in Roundel Weekly and on our Facebook page will help drive traffic to the sponsored video content and also provide additional exposure for your brand.

$1,500.00 net/year

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