

SHENANDOAH REGION PORSCHE CLUB OF AMERICA  
January 27-29, 2012  
Worldwide Internet  
MINUTES, INTERNET EXCHANGE  
SRPCA BOARD DECISION

1. Call to order: President Sherry Westfall called for a vote via email on the revised Advertiser and Sponsor Proposal for the SRPCA Web Site on January 27, 2012. Participating were Herb Distefano, Secretary; Bob Duntley, Treasurer and Bill Sanders, Immediate Past President in addition to Westfall.
2. Old Business:
  - A. After numerous email exchanges during which comments and suggested changes were made to the original proposal, President Westfall asked the BOD members to vote on the revised proposal. The revised proposal (attached) was approved unanimously by Westfall, Distefano and Duntley. Ex Officio member Sanders also was in agreement. The last vote was tallied on January 29, 2012 by Duntley.
3. Adjournment: No other business was conducted during this email vote.

Prepared by Herb Distefano, Secretary

Attachment: Approved Revised Advertiser and Sponsor Proposal for the SRPCA Web Site

**Shenandoah Region PCA  
Advertiser and Sponsor Proposal  
for the SRPCA Web Site**

**(Prepared by Sherry Westfall)**

**January 24, 2012**

**(Revision #1: January 27, Revision #2: February 17, 2012)**

**I. SRPCA Web Site**

***A. Advertisements from paid advertisers***

1. Placement, Ranking, Size, and Fees

*(See proposed fee schedule in I. C. for additional details)*

a. Right columns of each main web page

- i. ***Porsche dealers*** will have the option of top right spots for a fee of \$270 for 6 months or \$480 for 12 months for an ad maximum of 214 pixels x 214 pixels including a 2-pixel border surround in the right column of main web pages. In addition, this will include options for company logos and two lines for links to their web sites, advertisements, printable coupons, upcoming event fliers, etc. This will also include an embellished posting on the SRPCA web *Links* page.
- ii. Ranking for Porsche dealers will be based upon duration of continuous advertising support. Previous advertisers will have the first right of refusal to place ads onto the SRPCA web site.
- iii. ***Non-Porsche dealer (other)*** advertisements will start in the right column below the Porsche dealer ads.
- iv. Other advertisers will have the option of ads for a fee of \$210 for 6 months or \$360 for 12 months for an ad maximum of 214 pixels x 214 pixels including a 2-pixel border surround in the right column of main web pages. In addition, this will include options for company logos and two lines for links to their web sites, advertisements, printable coupons, upcoming event fliers, etc. This will also include an embellished posting on the SRPCA web *Links* page.
- v. Ranking of other advertisers will be based upon duration of continuous advertising support. Previous advertisers will have the first right of refusal to place ads onto the SRPCA web site.

**I. SRPCA Web Site**

***A. Advertisements from paid advertisers (continued)***

1. b. Bottom rows of each main web page

- i. These advertisers will be charged a fee of \$150 for 6 months or \$240 for 12 months for an ad maximum of 214 pixels x 150 pixels including a 2-pixel border surround on the bottom rows of main web pages. In addition, this will include options for company logos and one line for links to their web sites, advertisements, printable coupons, upcoming event fliers, etc. This will also include an embellished posting on the SRPCA web *Links* page.
- ii. The ranking of the bottom row advertisers will be based upon duration of continuous advertising support. Previous advertisers will have the first right of refusal to place ads onto the SRPCA web site.
- iii. Ads will be placed left to right in one row in descending order and continue in subsequent rows.

## 2. General guidelines

- a. Payment Schedule & Changes
  - i. Payment in full for a scheduled ad must be received by the SRPCA treasurer no later than the 25<sup>th</sup> of the month prior to the month the ad is to begin running.
  - ii. The SRPCA advertising manager will check with existing advertisers 30 days before their ads are to expire to offer them a renewal and to see if they would like to make any changes to their ads.
  - iii. Advertisers will email their electronic ads and logos to the web master.
  - iv. The SRPCA board, advertising manager, and web master will develop a form for advertising rates that will be posted onto the SRPCA web site and be available in print form for prospective and renewing advertisers. (See attached proposed form)
  - v. Advertisers may change their ads within the term of their advertising period by emailing the electronic changes to the web master.

## I. SRPCA Web Site

### A. Advertisements from paid advertisers (continued)

3. Advertisers with balances on account with SRPCA when the publication of the *Heat Exchanger* ceased
  - a. These advertisers may apply their remaining balances toward advertising charges beginning in February 2012. (See chart below. Order is based on position and size of ad within the October 2011 issue of the *Heat Exchanger*\*)

| <b>Advertiser</b> | <b>Size</b> | <b>Period</b> | <b>Balance</b> | <b>Amount</b> |
|-------------------|-------------|---------------|----------------|---------------|
| Euroclassics      | Full        | 1 year        | 3 months       | \$225         |
| G-Force Karts     | Full        | 1 year        | 9 months       | 675           |
| Lufteknik         | Full        | 1 year        | 4 months       | 240           |
| Concours Detail   | Full        | 1 year        | 11 months      | 660           |
| Bob's W/A         | Half        | 1 year        | 4 months       | 144           |
| Photoworks        | Half        | 6 months      | 2 months       | 72            |
| FastFrame         | Half        | 6 months      | 1 month        | 36            |
| W.D. Sanders      | Half        | 6 months      | 1 month        | 36            |
| Ovation Builders  | Half        | 6 months      | 1 month        | 36            |
| Better Living     | Half        | 6 months      | 4 months       | 144           |
| Dan's Landscp.    | QTR         | 6 months      | 3 months       | 72            |
| Foreign Affairs   | QTR         | 6 months      | 1 month        | 24            |

- b. Former Heat Exchanger Advertising Rates

#### **\*Heat Exchanger Advertising Rates—October 2011**

| <u>Size &amp; Type of Ad</u>                       | <u>Per Month</u> | <u>Per Year</u> |
|--|------------------|-----------------|
| Full page color ad<br>(Inside front or rear cover) | \$ 75            | \$ 900          |
| Full page black & white                            | 60               | 720             |
| Half page black & white                            | 36               | 432             |
| Quarter page black & white                         | 24               | 288             |

## I. SRPCA Web Site

### A. Advertisements from paid advertisers (continued)

#### 4. Proposed SRPCA Web Advertising Rates (February 1, 2012)

| Type of Ad     | Term     | Per Month  | Per Year |
|----------------|----------|------------|----------|
| Porsche Dealer | Year     | \$ 40      | \$ 480   |
| Porsche Dealer | 6 Months | 45 (\$270) | 540      |
| Right Border   | Year     | 30         | 360      |
| Right Border   | 6 Months | 35 (\$210) | 420      |
| Bottom Border  | Year     | 20         | 240      |
| Bottom Border  | 6 Months | 25 (\$150) | 300      |

### B. Complimentary advertisements for exceptional sponsors or donors to SRPCA

1. To be considered and approved by the SRPCA board on a case by case basis
2. Purpose: To acknowledge and reciprocate to sponsors or donors who contribute significantly to SRPCA independent of paid advertising and sponsorship at SRPCA events
3. First recommendation and example:  
PrintSource, Ben Briggs: owner and Shenandoah member
4. Proposal: PrintSource has printed the Richmond Porsche Meet (RPM) color brochure, program, and poster for a period of years for no charge except mailing and has been recognized as a sponsor of RPM in the program. Per Ben Briggs, owner, this is a retail value of \$1,000. In addition several years ago PrintSource laid out and printed SRPCA posters for the club for free. From May 2009 through October 2011 PrintSource contributed the layout and editing services of Ben's former partner, Nancy Vetter, and pre-press layout services of employee, Brian, for free to help publish the *Heat Exchanger*. Recently, Ben has provided paper, envelopes, and his printing services for SRPCA's postal mailings for free to help ease the club's financial burden. We've only had to pay for postage.
4. Recommendation: Offer PrintSource a one-year advertisement on the right border that will run from February 1, 2012 through January 31, 2013 for free and evaluate continuance in January 2013.

## I. SRPCA Web Site

### C. The "Links" Page

1. Jim originally created the Links page as a resource and reference service for SRPCA members.
2. Listings are grouped into categories.
3. No fees have been associated with a listed person, business, organization, or reference.
4. We will keep all non-"Area" links such PCA, Porsche-related links worldwide, and major organizations and venues that are resources for club members such as racetracks, online registration services, etc. and eliminate links to businesses and organizations that are potential advertisers.
5. Advertisers on the SRPCA web site will receive embellished links on the "Links" page as part of their advertising fees.

### D. SRPCA Mart, "Das Market"

1. SRPCA members may post advertisements and photos for Porsche vehicles and Porsche-related items on "Das Market" for free.
2. Ads and photos will be submitted to the SRPCA web master.
3. Non-PCA members may submit ads and photos of *Porsche cars* only to be posted on "Das Market"
4. "Das Market" is for **private sales only**, no businesses.

The preceding recommendations are based upon data collected from the following individuals and sources:

**Shenandoah Region PCA Members**

Condon, Jim (Web Master)  
Distefano, Herb (Secretary)  
Duntley, Bob (Treasurer)  
Ehrman, Dan (Advertising Manager)  
Elmore, Jeffrey (contributor)  
Markley, Larry (researcher)  
Sanders, Bill (Past President)  
Welty, Keith (contributor)  
Westfall, Sherry (President)

**Other PCA Regions**

Alaska  
Bluegrass  
Blue Ridge  
Carolinas  
Chesapeake  
Delaware  
First Settlers  
Florida Citrus  
Heart of Dixie  
Inland Northwest  
Keystone  
Olympic Peninsula  
Potomac Founders'  
Riesentoter  
Wichita  
Washington State

**Other Organizations**

Blue Ridge BMW Car Club of America  
Piedmont Landscape Association  
PrintSource  
- Briggs, Ben (SRPCA member)  
- Vetter, Nancy