



CAR CLUB NEWS

Dear Enthusiast:

Thank you for your interest in the *British Marque Car Club News*. As you may already know, the *Marque* is published eleven times a year in a 40-page, tabloid newspaper format, in both Print and On-line Editions. We have subscribers and correspondents from Ontario to Texas and from Maine to California, plus a number in the United Kingdom. You and other members of your club can download a free sample copy of the *Marque* from our website, www.britishmarque.com, if you're not really familiar with us.

We are happy to invite your group to become a Participating Club, which will enable you to have your articles published in the *Marque* and your events added to our monthly calendar, both in the paper and on our website. This will give them national and international publicity, helping build the events and your club at the same time. In December alone, the *Marque* website boasted over 26,500 unique visitors!

There is no charge to your club to become a Participating Club. All you need to do is:

- ❖ Send us "official" notification that you want to be included as a Participating Club. (A letter on official club letterhead and signed by a club officer, or an e-mail message from him or her, will do just fine.)
- ❖ Send us a clean copy of your logo or whatever design you'd like for the masthead of your page of the *Marque*.
- ❖ Send us what you would like us to publish in the *Marque* in the way of upcoming events, tech tips, articles, whatever. An electronic or printed copy of your most recent newsletter, if you have one, would be fine. You can send us just the articles you wish us to print, or an entire newsletter and let us pick the copy.

- ❖ In your club newsletter, in e-mail blasts to members and/or on your website, publish or post an announcement at least twice a year that your group is a Participating Club so your members are aware and can take full advantage of your participation (see below). We will provide an 8½ x 11 flyer with a subscription form, and business card-size “ads” for this purpose to your designated contact electronically once we learn of your interest.

That last bit is particularly important so that your members can enjoy all the benefits of being in a Participating Club. For example:

- ❖ Each member of a Participating Club who resides in the USA is entitled to a **reduced subscription rate** of \$16.00 per year. Canadian members pay \$20.00 and those overseas \$26.00. These rates (all USD) are for our Print Edition. A subscription to our On-line Edition for Participating Club members is \$12.00 regardless of residence, as there is no cost for postage. Subscribers to our Print Edition can get the On-line Edition at no additional cost – all they have to do is sign up for it on our website.
- ❖ Regular sub rates for the Print Edition are \$26.00 per year for U.S. subscribers, \$38.00 for Canadian subscribers, and \$50.00 for subscribers outside the U.S. and Canada. For the On-line Edition, the rate is \$19.00. Either way, Participating Club members get a **37% discount!**
- ❖ Alternatively, **for more savings**, Participating Clubs may pay for each member out of their dues. The cost per year then is only \$11.00 per U.S. member, \$15.00 per Canadian member, and \$21.00 for members overseas – a \$5.00 savings or more for each member! This again is for the Print Edition. If the club opts for the On-line Edition, the cost is \$9.00 per member regardless of residence. Providing the *Marque* as a “club benefit” is great for current members and can help recruit new ones.
- ❖ Subscribers from Participating Clubs have the privilege of **one free classified per issue**, up to 20 words. At their option, they can continue running their ads in subsequent issues until their items are sold (the “for sale” ads) or purchased (the “wanted” ads). This is a \$7.50 value per issue that is offered for non-commercial ads only.
- ❖ Each Participating Club that obtains display ads for the *Marque* will receive a **20% commission** once we receive our payment from the advertisers. Get in touch with our office for more information.
- ❖ Your group will be listed with contact information on page 2 of every issue, under “Participating Clubs,” and on the *Marque* website, **www.britishmarque.com**.

If you pay for all your members, you are guaranteed space in each issue. If the members pay themselves, you are guaranteed calendar space and we will include as much of your news as space allows. The *Marque*'s Executive Editor is sensitive to space restrictions that are dictated by cost of production, which limits us to 40 pages an issue, but will sincerely make every effort to include every Participating Club sending us news or newsletters. Particularly lengthy articles (running more than 1500 words) may be published in full in two or more consecutive installments, and articles that are not time sensitive may be carried over to the next issue.

When you send us articles to print, you will be given a section in the paper highlighted by your club logo and masthead. The person sending us these articles will be credited in the *Marque* as a “Contributing Editor” until we are directed otherwise. Articles, newsletters and photos can be sent by e-mail, fax, or regular mail. Monthly deadlines are listed for the year on our website and occur around the middle of the month. We encourage you to send articles and photos electronically. We can also scan photos sent through the mail.

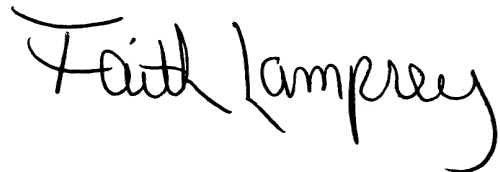
Assigning a priority to the articles you send will be helpful in case we need to carry something over to the next month. Otherwise, the Executive Editor will exercise his discretion setting up your page. Naturally, time-sensitive features, such as an announcement of an upcoming event, will have top priority.

Our policy is to protect the confidentiality of such things as the balance in your club’s treasury, should it be reported in your newsletter, and we will edit copy accordingly. We also tend to avoid articles with political content, even if intended as satire, and things that will get us into trouble with U.S. postal regulations. The cars are racy enough for us!

Last but not least, we do not share our subscriber lists with anyone, including our advertisers. Please contact us with any questions that you have about this, or anything else discussed in this letter.

I hope to hear from you soon. And please encourage your fellow members to download that free sample copy of the *Marque*!

Happy British motoring,

A handwritten signature in black ink that reads "Faith Lamprey". The signature is written in a cursive, flowing style with a large, sweeping flourish at the end of the name.

Faith Lamprey
Manager and Publisher