

Rates...		Editorial Section:			Galleria Section:		
		1 x \$	3 x \$	6 x \$	1 x \$	3 x \$	6 x \$
Back Cover	4-color	2900	2855	2805	-	-	-
Inside Front	4-color	1695	1630	1595	-	-	-
Inside Back	4-color	1550	1495	1445	-	-	-
Full Page	4-color	1495	1450	1370	1175	1125	1065
	b&w	1365	1325	1265	1025	975	925
1/2 Page	4-color	995	960	920	700	675	650
	b&w	775	730	700	600	550	500
1/3 Page	4-color	795	765	755	630	585	530
	b&w	610	585	545	430	395	360
1/4 Page	4-color	620	600	575	475	425	395
	b&w	520	500	450	350	325	295
1/8 Page	b&w	320	300	275	275	250	220

### Right Hand Pages...

Full Page	4-color	1615	RHP Guaranteed	1325	RHP Guaranteed
1/2 Page	4-color	1170	RHP Guaranteed	870	RHP Guaranteed
1/4 Page	4-color	805	RHP Guaranteed	560	RHP Guaranteed

### Please note:

- These rates are for ad space only and do not include production costs, if needed.
- Production costs, if requested, include: Open & typeset your text, open & color correct your image, open & place your logo, build a layout based on your design, and one low-res pdf proof sent to you by e-mail. Changes add additional costs.
- Basic production costs (both color and b&w): Full page: \$800; 1/2 page: \$500; 1/3 page: \$300; 1/4 page: \$250; 1/8 page: \$200.
- All bleeds will be billed at 10% over the ad space cost.
- Special position requests will be billed at 15% over the ad space cost and will be granted on a first-come, first-serve basis. Long term advertisers receive preference.
- In the Galleria Section, your ad will be placed in either: Car Sales, Art & Literature, Parts & Service, Models, Showcase or Resource Center.



**For space reservations,  
please contact  
Ad Director  
Erik Rasmussen:  
800-306-6937  
cavallinoerik@hotmail.com**

### Publication and Closing Dates...

Schedule for 2010:	Publication Date:	Close for Space:	Close for Material:
175 (Feb/March)	Feb. 1	Dec. 18	Dec. 31
176 (April/May)	April 1	Feb. 19	Feb. 26
177 (June/July)	June 1	April 23	April 30
178 (Aug/Sept)	Aug. 1	June 22	June 30
179 (Oct/Nov)	Oct. 1	Aug. 24	Aug. 31
180 (Dec/Jan)	Dec. 1	Oct. 22	Oct. 29

**Pictured at right:** The upper field at the January 2009 Cavallino Classic Concorso d'Eleganza. Value of the Ferraris on this upper field alone: \$80,000,000. Of the entire field: \$125,000,000. These owners and their guests are financially active. **And they all read Cavallino magazine thoroughly.**

### Palm Beach Cavallino Classic



Cavallino magazine organizes the world's finest Ferrari event – 6 days of intense Ferrari activity. If you would like to be a sponsor, please call us.

### Payments and Commissions...

- Payment required with ad until credit established. Then, payment due upon presentation of invoice and sample magazine with ad.
  - 15% discount to registered, recognized advertising agencies who actually broker ad placement.
  - No ad discounts offered for Galleria section.
  - The advertising rates are for ad space only; all production costs, if needed, are extra. See page 1.
  - All FedEx and UPS costs will be billed to the advertiser at cost.
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- *Cavallino* magazine is published by Cavallino, Inc., PO Box 810819, Boca Raton, FL 33481-0819.

**Ingram Periodicals proudly distributes *Cavallino* to Barnes&Noble, Borders, and other high-end bookstores and newsstands in high demographic areas.**

### Other Provisions and Requirements...

- Advertisers and their agencies assume liability for all content (including text and all illustrations) for advertisements; also are responsible for any claims arising therefrom and agree to indemnify the publisher against any expense or loss suffered by such claims.
- All elements of advertisement subject to publisher's approval.
- Rates subject to change.
- All contracts are accepted subject to the provisions of the current rate card.
- You will receive a confirmation of your ad via e-mail or fax. Please sign and fax to us at 561-994-9473 to hold your ad placement.
- No cancellations accepted after the closing dates.
- For contract advertisers, when new artwork or copy is not in hand by scheduled closing date, previous issue ad will be printed.
- Poor graphic quality of supplied ads will be upgraded at publisher's discretion.

### General Description...

- *Cavallino* is an independent, international magazine devoted exclusively to Ferrari – the man and his cars.
- Readers are men and women who own and collect Ferraris and other luxury and exotic cars.
- Above all they appreciate the beauties and qualities of a Ferrari.
- *Cavallino's* readers have extremely high incomes, are enthusiastic and interested, demand quality and buy a wide variety of high quality luxury merchandise.
- Whatever their occupation, Ferraris are their special interest and hobby. They read *Cavallino* magazine thoroughly because they want to.
- *Cavallino* provides you with more than 20,000 active, high quality readers. They will see your ad.
- *Cavallino* publishes every two months, the best contemporary and historical information on Ferrari from the best Ferrari writers, historians, photographers and artists, all in a high quality format.

### Page Specifications... Inches

		Inches		mm	
		Width	Height	Width	Height
Page Trim		8 1/8	x 10 7/8	206	x 276
Full Page, full bleed		8 1/4	x 11 1/8	210	x 283
Full Page, no bleed		7	x 10	178	x 254
1/2 Page, horizontal		7	x 4 5/8	178	x 117
1/2 Page, vertical		3 3/8	x 9 3/4	86	x 248
1/3 Page, square		4 5/8	x 4 5/8	117	x 117
1/4 Page, vertical		3 3/8	x 4 5/8	86	x 117
1/8 Page, horizontal		3 3/8	x 2 1/4	86	x 57

Oversized ads will be reduced to fit in required ad space size.

### Production Notes...

- *Cavallino* is printed offset, saddle-stitched.
- Trim size: 8 1/8" x 10 7/8".
- 200 line screens are used for printing.
- Mac format preferred.
- Can receive PDF, Quark, InDesign, Photoshop, Illustrator, Zip files, etc.
- To send on disc: Include all images high-res, at least 350 dpi. Include all fonts, image files, directory, and one printout of ad.
- To e-mail PDF or Zip files, send to cavallinoerik@hotmail.com. Send as an attachment. (We can receive large files.)
- **Designers: Allow for bleeds on full page PDF ads.**
- For questions or production costs contact us at 561-994-1345.

### Contact us...

- Phone: 800-306-6937  
561-994-1345
- Fax: 561-994-9473
- E-mail: cavallinoerik@hotmail.com

### Ad correspondence & payments:

*Cavallino*,  
PO Box 810819,  
Boca Raton, FL 33481-0819

### Federal Express and UPS:

*Cavallino*,  
5030 Champion Blvd.,  
Suite G-6, PMB 302,  
Boca Raton, FL 33496

**For space reservations, please contact our Ad Director Erik Rasmussen at 800-306-6937 or cavallinoerik@hotmail.com**