



BMW Car Club of British Columbia

Official BMW Club

A Club for Owners and Enthusiasts

BMW Car Club of BC

Contact Info

President

David Gray (604) 329-4114
eMail: david@bmwccbc.org

Vice President

Doug Temlett (604) 230-7625
eMail: doug@bmwccbc.org

Secretary

Rolf Drommer (604) 671-5843
eMail: rolf@bmwccbc.org

Treasurer

Richard Shore (604) 786-6499
eMail: richard@bmwccbc.org

Board of Directors

Naif Alyamani	naif@bmwccbc.org
Rolf Drommer	rolf@bmwccbc.org
Paul Fort	paul@bmwccbc.org
David Gray	david@bmwccbc.org
Laura Kearney	laura@bmwccbc.org
Ernie Louie	ernie@bmwccbc.org
Rod Meares	rmeares@bmwccbc.org
Daniel Merkins	daniel@bmwccbc.org
Stephen Nemeth	stephen@bmwccbc.org
Richard Shore	richard@bmwccbc.org
Doug Temlett	doug@bmwccbc.org
Jim Westmacott	jim@bmwccbc.org

Club Website

www.bmwccbc.org
email: info@bmwccbc.org

Club mailing address

BMW Car Club of BC
PO Box 3452, 349 W. Georgia St.
Vancouver, BC V6B 3Y4

The BMW Car Club of British Columbia serves mainland BC, and is a member of the BMW Club of Canada and the International Council of BMW Clubs.

visit our web site

www.bmwccbc.org

**A Club for Owners and Enthusiasts
Serving Members since 1998**

A member club of

BMW Clubs
Canada



BMW Clubs
International Council



Newsletter Advertising and Corporate Sponsor Member Program

The BMW Car Club of British Columbia is dedicated to owners and enthusiasts, and is the largest association of BMW owners in British Columbia. It was formed in April of 1998 to serve the regional needs and interests of BMW owners. Since those founding days the club has grown more than tenfold, from 26 members to a current membership of almost 400. Most of that growth has been by word or mouth, and the dedicated efforts of our members who actively recruit other BMW owners to the club.

Ausblick is the regional, publication of the BMW Car Club of BC. Advertisers in Ausblick reach a dedicated market of performance-oriented BMW enthusiasts who are committed to the people who support the club. They are dedicated BMW owners who care for and spend money on their cars.

BMW Car Club of BC members turn to Ausblick to be informed, entertained, and as a source of information on where to get good quality parts and service for their BMW needs. They look for solid BMW information and they get it.

Although the club is still quite young, members save their copies and refer to them time and time again as they search out information appropriate to their BMW related needs.

Simply put, our Ausblick newsletter becomes a resource, and your ad can produce tangible results... sales!

Beyond that, BMW Car Club of BC members are the people to whom their co-workers, friends and relatives look for advice about things automotive... our membership becomes a sales force for you!

Please take a close look at the enclosed copy of Ausblick and our corporate membership option, and seriously consider it for your ads. The advertisers you see in our newsletter are strong club supporters... they tell us that supporting the club pays off in business from our members.

May we do the same for you?

**BMW Car Club
of British Columbia
A Club for Owners and Enthusiasts**

BMW Car Club of BC

Ausblick Newsletter Advertising Options

Your ad in Ausblick reaches a dedicated audience of BMW enthusiasts

Black and White ads in regular print issues:

Sample Pricing options. Please confirm at time of placement.

Ad Size	Reg Rate	Corp Rate	Corp Annual Rate
Full Page inside /outside cover	\$300	\$290	\$250
Full Page inside pages	\$200	\$190	\$150
Two Thirds reg	\$120	\$110	\$100
Half page	\$100	\$95	\$75
One Third	\$70	\$65	\$60
One Quarter	\$50	\$45	\$40
One Sixth	\$35	\$30	\$25

Full Colour Option for cover placements only:

Full Page inside /outside cover	\$350	\$325	\$300
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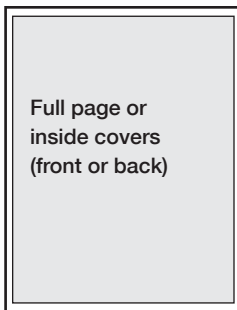
All rates subject to confirmation at time of placement. Rates subject to change.

Approved credit or prepayment required with insertion order.

See additional info below on sizing



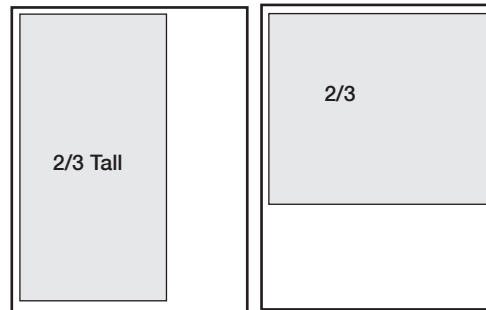
Full Page Ad options



Full page or inside covers (front or back)

Full page ads can have premium placement such as inside covers (front or back) and the back cover or as regular insertion pages. Limited colour support on cover positions is a premium option as well. Regular size of full page placement within format is 7-1/2" wide by 9-3/4" tall. Max available is 7-1/2" x 10". We do not currently support full bleed etc.

Two Thirds Page

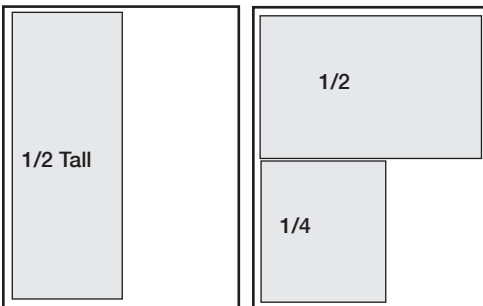


2/3 page ads can be placed in a variety of locations. The 2/3 high option is well suited for the outside back cover. In other locations, it is basically a full two columns wide by the height of the page, or two thirds of the height of the page within our header and footer boundaries.

Tall 4-7/8" x 9-1/2"

Wide 7-1/2" x 7???"

One Half Page



Half and Quarter page ads allow you plenty of room to promote your business at a reasonable rate.

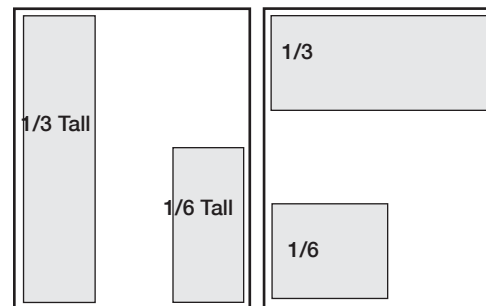
Choose from horizontal or vertical format:

1/2 Tall 4-3/4"w x 9-1/2"h

1/2 Wide 7-1/2"w x 4-3/4"h

1/4 page 4-7/8"w x 3-3/4"h

One Third and One Sixth Page



One third and One sixth page ads are economical ways to get your message to our members on a regular basis.

Choose from horizontal or vertical format:

1/3 Tall 2-3/8"w x 9-1/2"h

1/3 Wide 7-1/2"w x 3-1/4"h

1/6 Tall 2-3/8"w x 4-3/4"h

1/6 Wide 4-7/8"w x 2-3/8"h



In addition to regular ads, you may want to consider corporate membership. As a corporate member, you are entitled to a directory listing ad in each issue. However you may want to consider an additional ad for specials or to add impact and awareness.

For additional info on advertising rates and placement please contact Rolf Drommer by one of the ways listed, or by phone at (604) 671-5843

eMail to info@bmwccbc.org
 mail to BMW Car Club of BC
 PO Box 3452, 349 W. Georgia
 Vancouver, BC V6B 3Y4

Our club and its newsletter production are done on a non profit basis and additional ad revenues are used to improve the newsletter.

The BMW Car Club of British Columbia is a non profit club for BMW Owners and enthusiasts formed to serve members in its geographical area. Our purpose is to promote the enjoyment and sharing of good will and fellowship derived from owning a BMW automobile, and engaging in such social and other events as may be agreeable to the membership, and in harmony with the Club's general objectives.

We serve our members needs by providing club events and activities, maintaining a current web site, and publishing a bi monthly newsletter.

The BMW Car Club of British Columbia is pleased to offer a Corporate Sponsor Member Program. This program is intended to give potential sponsors access to our membership via advertisements in our newsletter and corporate links on our web page.

Corporate Sponsor Memberships are available to qualified businesses that cater to the interests of BMW enthusiasts.

The yearly membership fee is \$150 and entitles the Corporate Member to one regular class membership, as well as directory listing sized ads in our newsletter, and mention on our web page and a link to your site or eMail if you have it.

Corporate Sponsor Membership Application

Company / Business Name: _____

Individual Name: _____
 First Name Last Name *please print clearly*

Street Address _____

City Province Postal Code

Phone Number _____ Fax Number _____

eMail Address _____

Web Site _____

Are you willing to offer discounts to our members when they purchase parts or services from your firm? If so please specify what you will offer the membership.

Membership Fee: I have enclosed cheque for \$150 annual corporate sponsor membership.

Signature: _____

Mail completed application with cheque for membership amount to:
 BMW Car Club of British Columbia
 PO Box 3452, 349 W. Georgia St.
 Vancouver, BC V6B 3Y4

On-Line secure electronic membership enrollment and payment is also available via www.karelo.com

Ausblick

Official Publication of the BMW Car Club of British Columbia

A Club for Owners and Enthusiasts

BMW Car Club
British Columbia



Some current club demographics.

The BMW Car Club of BC currently has over 400 active members

Members are from all over the province, with most in the lower mainland.

From Abbotsford to Whonock, we cover the province, although most members are in the major cities of the lower mainland.

Cars owned by members range from 1950's based vintage models up to the newest 2011 models.

Our members own a total of 492 cars, 390 plus are BMWs.

Many members have more than one. Several members have been long time BMW owners and are on their 4th 5th or even 7th BMW.

The models include 20 specific model types (E28 etc.) and a grouping for motorcycles.

A partial sampling of model types for our Concourse categories includes:

- Heritage Models 44 cars
- M cars 90 cars
- 3 Series 99 cars
- 6 & 8 Series 24 cars
- 5 - 7 series 69 cars
- Roadsters and Cabs 52 cars

We hope this gives you some info and insight into the member profile. We have all walks of life as members, from students to professional and all in between, and a very diverse profile when it comes to personal backgrounds and heritage. But the bottom line is they are all BMW lovers and enthusiasts. Truly what a BMW club should be all about, and of course a good audience for your advertising dollars.



Ausblick

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we are dedicated to 'Freude am Fahren'

the enjoyment of the 'Ultimate Driving Machine'

The BMW Car Club of BC is a member club of:

visit us online at
www.bmwccbc.org

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