



IROQUOIS REGION

LADY OF THE LAKES

A PUBLICATION FOR ROLLS-ROYCE AND BENTLEY AUTOMOBILE ENTHUSIASTS

ARE YOU INTERESTED IN ADVERTISING IN THE LADY OF THE LAKES?

You've found your way to a wonderful opportunity to highlight your business, or honor that special someone or something through a patron ad in the well received "Lady of the Lakes" Rolls-Royce Owners Club - Iroquois Region publication. While this publication is for Rolls-Royce and Bentley automobile enthusiasts, it is often found on the home or business coffee table and conference or waiting rooms alike. This publication is distributed by mail and electronically to our Iroquois Region, and sent electronically to the chairs of the 25 other RROC Regions, who in turn are encouraged to share with their membership. We offer opportunities to our members and friends to buy advertisements, or patron ads of various size and cost. For more info, please contact:

RROCIroquoisRegion@gmail.com

LET US HELP YOU PLACE AN ADVERTISEMENT OR PATRON AD IN THE "LADY OF THE LAKES" TODAY!

HERE ARE OUR TOP RULES FOR CREATING EFFECTIVE PRINT ADS:

1. Be sure ad copy is clear and concise; send a JPEG or TIF in the size of your specific choice.
2. Don't be afraid of the the white space;
3. Use headlines effectively;
4. Simplicity is key;
5. Consider images carefully;
6. Create a call to action;
7. Be unique;
8. Describe benefits;
9. When/if you need help creating your ad, let us know, we can help!

AD DIMENSIONS	WIDTH	HEIGHT
Full page (trim size)	8.5"	11"
1/2 page horizontal	7.5"	4.875"
1/2 page vertical	4.875"	7.5"
1/3 page horizontal	3.25"	8"
1/3 page vertical	2.5"	10.5"
1/4 page vertical	3.635"	4.875"
1/8 page horizontal	3.625"	2.312"

A Patron Ad is name recognition in the Lady of the Lakes at various monetary levels.

TRIM SIZE: 8.5" x 11"

BLEEDS: There is no additional charge for full page bleed. Please build page to trim and extend any bleed 1/8" beyond the edge of trim size. Please remember to consider bleeds when creating your JPEG or TIF file.

ARTWORK SUBMISSION: JPEG and TIF files must be high resolution (300dpi or greater) and optimized for press when distilled. Please be sure to embed all fonts and have all graphics as CMYK when creating your file.

SEND ADS AND PAYMENT TO:

Ads to: RROCIroquoisRegion@gmail.com
 Payment to: % Communications Director
 9829 Main Street | Clarence, NY 14031

AD PRICING:

INSIDE FRONT or INSIDE BACK COVER \$250 FULL PAGE	\$175 FULL PAGE
\$90 1/2 PAGE VERTICAL	\$90 1/2 PAGE HORIZONTAL
\$50 1/3 PAGE VERTICAL	\$50 1/3 PAGE HORIZONTAL
\$45 1/4 PAGE VERTICAL	\$35 1/4 PAGE HORIZONTAL

WE APPRECIATE OUR RROC IROQUOIS MEMBERS AND THOSE WHO SUPPORT "LADY OF THE LAKES."

PLEASE PATRONIZE OUR ADVERTISERS AND LET THEM KNOW YOU SAW THEIR AD IN THE "LADY OF THE LAKES."

The "Lady of the Lakes" is a publication of The Iroquois Region Rolls-Royce Owners' Club. The Iroquois Region is an affiliate of The Rolls-Royce Owners' Club, Inc.

Articles reflect the opinion of the authors and not necessarily reflect the RROC or Iroquois Region.

The Iroquois Region and editorial staff seek to publish accurate material, but neither assumes responsibility in the event of loss or damage from publication.

THANK YOU!