



Queen City Corvette Club
PO Box 1621
400 Gilead Road
Huntersville, N.C. 28070

Advertising Policy

Advertising Terms and Conditions

Article I – PURPOSE

SECTION 1.0

The purpose of this policy is to explain the Advertising Program and delineate the different levels of Advertiser. The duties of Advertisers and QCCC are as follows:

ARTICLE II – DEFINITIONS

SECTION 2.0

Queen City Corvette Club: QCCC, established in 1968, is one of the Southeast's largest Corvette clubs. Membership spans the greater Charlotte area and includes Associate Members from across the country. All utilize our club website, its "**Advertiser Page**", and our award-winning newsletter, the **Queen City Corvette Gazette** to keep abreast of club events and find vendors who provide services.

SECTION 2.1

Advertising Program: An Advertiser chooses an option from the choices below. In return for an Advertiser's support, QCCC will display the Advertiser's ad in our **QCCC Gazette** and on our club website. A link will be included from our website to the Advertiser's website, thus affording maximum exposure. Our goal is that the program will prove beneficial to both our Advertisers and QCCC.

SECTION 2.2

Payment: Payment for the Advertising Program is annual based on the calendar year beginning in January. Billing for the next term will be processed in October with payment to be remitted by December 31st. Nonpayment by the remit date will end the advertising agreement which will result in removal of the advertiser's ad from the website and newsletter (**Gazette**). When a new advertiser signs up, the annual cost will be prorated to the end of the current year with the current month of signing being waived "no cost". However, if the advertiser chooses to pay for 12 months, we will bill the month before the



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end of term for the remaining months of that year, providing a soft rollover to our annual based billing cycle.

ARTICLE III – AD DETAILS

SECTION 3.0

- Ads must be purchased annually and are renewable.
- Ads will appear both on the QCCC website and in the QCCC monthly newsletter, **Queen City Corvette Gazette**. Ads that appear on the QCCC website will include links to the advertiser's website.
- Ads will be the size of a standard business card. Ads will be allowed to include a tagline as defined in Article IV for each advertising level.
- Positioning of the ads in the newsletters and on the website are at the discretion of QCCC.
- Digital files of ads shall be provided by Advertiser. QCCC cannot offer design services.
- All fees are payable in advance and are non-refundable.
- Ads must be professional in nature and in good taste. Ad acceptance is at the discretion of QCCC.
- The number of advertisers accepted will be limited and determined on a first-come, first-served basis.
- QCCC cannot be held responsible for claims made within the content of ad.
- No guarantees will be made or implied as to traffic volumes of the QCCC website.
- Once an ad is placed, changes will be at the discretion of QCCC and will only be made if the changes directly impact the Advertiser's business, i.e., telephone, address, email, website changes, etc. There will be no additional charge for this type of change.



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ARTICLE IV – ADVERTISING LEVELS

SECTION 4.0

Duntov Level - \$500 / year includes:

- Queen City Corvette Gazette Newsletter ad each month for one year.
- Your website ad on the QCCC website for one year with a link to your business.
- Ad tagline length shall not exceed 500 characters and content approval is at the discretion of QCCC.
- Vendor presence at our Annual Queen City Corvette Show at the discretion of the Car Show Committee.
- QCCC Club Meeting attendance once per year to advertise your business (limitations apply).
- During this attendance, the advertiser may provide business information, club member specials and discounts, etc., before and after our club meeting time. Dates to be reviewed with the QCCC President.
- Option to provide special club member discount information for QCCC Board to disseminate to members at QCCC monthly meetings
- Option to modify website & newsletter ad twice each year to offer special member incentives/ discounts.

SECTION 4.1

Z06 Level - \$300 / year includes:

- Queen City Corvette Gazette Newsletter ad each month for one year.
- Your website ad on the QCCC website for one year with a link to your business website.
- Ad tagline length shall not exceed 300 characters and content approval is at the discretion of QCCC.
- QCCC Club Meeting attendance once per year to advertise your business (limitations apply).



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- During this attendance, Advertiser may provide business information, club member specials and discounts, etc. before and after our club meeting time. Dates to be negotiated with QCCC Vice President.
- Option to provide special club member discount information for QCCC Board to disseminate to members at QCCC monthly meetings.

SECTION 4.2

Stingray Level - \$150 / year includes:

- Queen City Corvette Gazette Newsletter ad each month for one year
- Your website ad on the QCCC website for one year with a link to your business website.
- Ad tagline length shall not exceed 150 characters and content approval is at the discretion of QCCC.

For information on the QCCC ADVERTISING PROGRAM, please contact the Director of Communications at communications@queencitycorvette.com