An invitation

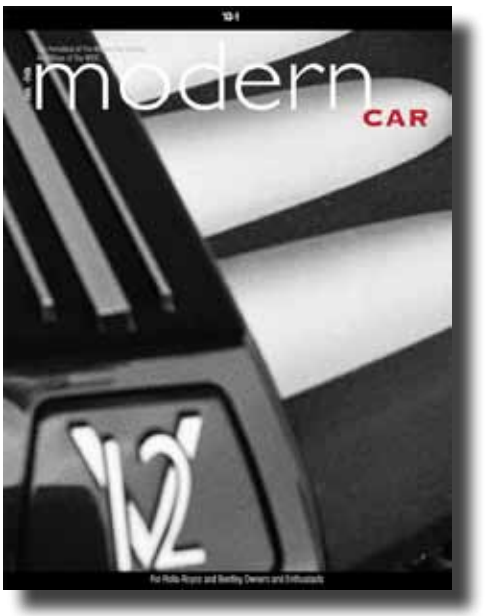
To Reach the most coveted and exclusive group of readers.... Rolls-Royce and Bentley owners via their own membership publication.... Modern Car magazine

You are invited to advertise in Modern Car (formerly Modern Lady). With advertising dollars scarce, it makes sense to focus those funds on a loyal following. Compared to "prospecting" for new purchasers in other media, advertising in *Modern Car* makes eminently more sense. The publication has a long shelf life with readers and a high pass-through readership. Few publications offer access to such a qualified readership. And, none can offer that access for just $700 per issue for a full-page color ad (based upon an annual contract for six issues).

Modern Car is published quarterly and offers a discount for full-year participation. I urge you to consider the benefits of advertising with us.

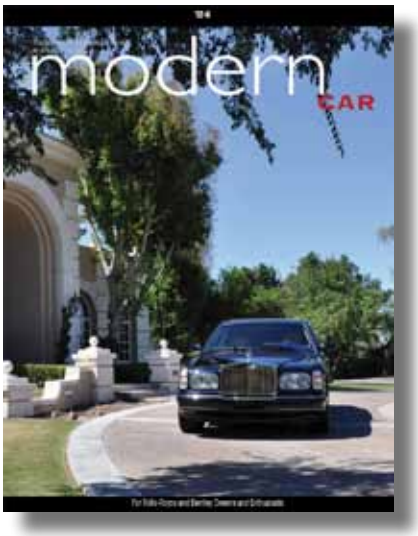
A bit of background...
The Rolls-Royce Owners' Club was founded in 1951. Today, the Rolls-Royce Owners' Club has more than 9,000 members worldwide. The RROC sponsors activities for members including a national meet, national driving tours, technical seminars and regional driving tours.

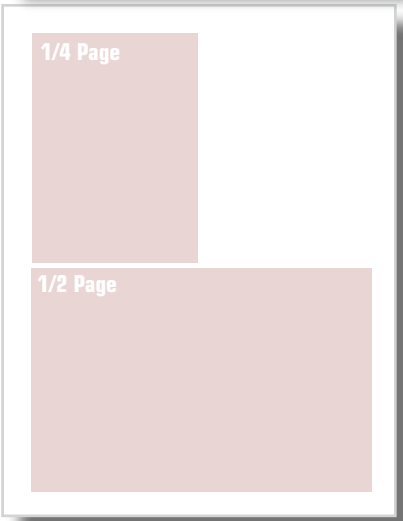
Under the by-laws of the RROC there are several special interest groups or societies that members may join. The Modern Car Society is one such society comprised of members with an interest in the "modern car", namely, Rolls-Royce Silver Shadow and later motor cars. The *Modern Car* is the award-winning publication for owners and enthusiasts of the "modern cars"– Rolls-Royce and Bentley motor cars manufactured after 1966.

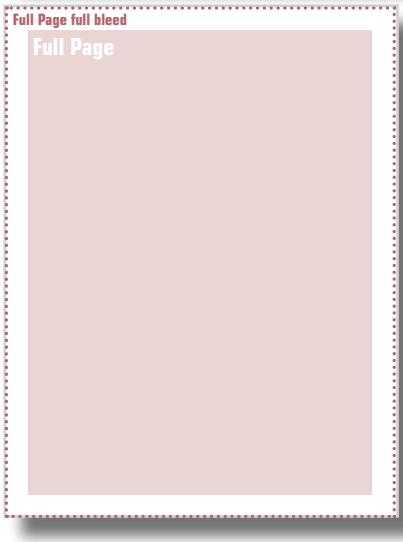


Jim Fascinelli
Chairman, Modern Car Society
Society of the Rolls-Royce Owners' Club

Advertising Specifications







Display Ad Measurements in Inches (w x h)

Full Page (full bleed)	8.375	x	10.875 *(plus 1/8" bleed, all sides)*
Full page (no bleed)	7.5	x	10.0
1/2 page horizontal	7.5	x	4.875
1/4 page vertical	3.675	x	4.875

Mechanical Measurements

Trim page size is 8-3/8 x 10-7/8 inches (Magazine Narrow)

Please allow a minimum of 1/8 inch on all sides for bleed.

Ad Compositions, Output and Delivery

- Proofs will be faxed, mailed or e-mailed as PDF files.
- Your acknowledgement of acceptance via fax or email is required prior to initial publication. Your acceptance is valid for the entire contract period.
- Ad Materials may be updated prior to each issue in multi-issue contracts. Materials not updated will be repeated until the conclusion of the contract period unless updated by the advertiser. Advertiser is responsible for updating materials in multi-insertion contracts by the material deadline dates indicated.
- Acceptable formats: Industry-compliant Hi Res PDF (preferred submission method), JPG, TIFF, PSD, AI, INDD.
- Page dimensions: 8-3/8 x 10-7/8 inches
- Digital images/photos must be submitted at a minimum resolution of 300 dpi.

E-mail materials to: publish@murphyassoc.com

Ship materials to: Murphy & Associates, attn: MLM, 84 LaPelle Lane, Stowe, VT 05672

Questions? 802-253-8454

Key Facts

What Distinguishes the Modern Car from other publications?

Key facts about Modern Car Magazine:

Modern Car Magazine is a 100-percent subscription publication. Recipients pay a significant subscription charge to receive the Magazine. Recipients, therefore, are very interested in the publication and read the publication.

The typical reader is not only an owner of the world's most exclusive automobiles, but a collector of them as well. The readership has an unparalleled enthusiasm for the Marques.

The average recipient owns 2.6 Rolls-Royce and/or Bentley motor cars.

A select group of Rolls Royce and Bentley owners & enthusiasts– it is 100-percent your target audience. There is no doubt that your advertising message will be seen by the readership– your customers.

Special features:

The latest news and models from Rolls-Royce and Bentley Motors.

Feature articles about Rolls-Royce and Bentley owners and their motor cars.

Technical articles about maintaining and restoring classic Rolls-Royce and Bentley motor cars.

Dealer feature articles highlighting the history and services of authorized Rolls-Royce and Bentley Motors dealers throughout North America.

Industry news of interest to Rolls-Royce and Bentley owners and enthusiasts.

Membership and club news highlighting outings, meets, trips and get-togethers specifically for Rolls-Royce and Bentley owners and enthusiasts.

MODERN CAR SOCIETY

PUBLISHER: Modern Car Society, Society of the Rolls-Royce Owners' Club, Jim Facinelli, chairman

FORMAT: 8.375" x 10.875" High Quality, Four Color Process

READERSHIP: 1,200 copies printed per issue and distributed to members, new car owners, dealer owners and key personnel. Pass-through readership is estimated at more than 3,000 readers per issue.

DEMOGRAPHICS: Average age is estimated at 55; 95/5 split men/ women; average household income exceeds $1,000,000 per year.

DISTRIBUTION: Distributed via mail and private carrier to subscribers.

INDUSTRY SUPPORT: *Modern Car* Magazine receives editorial support from both Rolls-Royce and Bentley Motors.

Advertising Agreement

PLEASE USE THIS FORM TO MAKE YOUR ADVERTISING RESERVATION.

CONTRACT FOR ADVERTISING

An AGREEMENT is hereby made between **Modern Car Magazine** (MLM) and the Advertiser:

.....

(hereinafter referred to as "Advertiser") MLM agrees to print the following advertisement as described below in **Modern Car Magazine**. The Advertiser agrees to pay MLM for such advertisement in the amount specified below under the terms specified below. This agreement shall constitute the entire agreement (Contract) between MLM and the Advertiser. No oral, digital, or other terms or stipulations shall apply.

GENERAL GUIDELINES:

Any and all supplied materials are presumed to be correct and in accordance with SWOP and stated requirements. Any and all requested changes to supplied materials for MODERN CAR MAGAZINE must be in writing and done so in accordance with the materials closing dates. Publisher will not be held liable for printing complications which may arise due to receipt of nonconforming materials. We cannot guarantee legibility of reverse type below 6 pt. Materials supplied other than High Resolution PDF WILL be subject to additional production charges billed direct by our production agency.

ADVERTISER INFORMATION

advertiser: .....

representative: .....

address: .....

.....

city, state, ZIP .....

telephone: ..... fax: .....

email: .....

WHO WILL BE SUPPLYING MATERIALS? ☐ ADVERTISER ☐ AGENCY .....

name, contact & phone, please

.....

ADVERTISING TO COMMENCE WITH THE FOLLOWING ISSUE:

☐ WINTER ☐ SPRING ☐ SUMMER ☐ AUTUMN

Materials are due by the 15th of the month prior to the month of publication.

AD SIZE AND DIMENSIONS IN INCHES (W X H)				FREQUENCY		
☐ Full Page color (full bleed)	8.375	x	10.875	☐ 1x $800	☐ 4x (full year)	$2900
☐ Special Position ..... *please specify*				☐ $ 100 *per page, per issue additional*		
☐ Full page color (no bleed)	7.5	x	10	☐ 1x $800	☐ 4x (full year)	$2900
☐ Full page Black/White	7.5	x	10	☐ 1x $700	☐ 4x (full year)	$2700
☐ 1/2 page color horizontal	7.5	x	4.875	☐ 1x $600	☐ 4x (full year)	$2300
☐ 1/2 page black/white horizontal	7.5	x	4.875	☐ 1x $500	☐ 4x (full year)	$1900
☐ 1/4 page color vertical	3.675	x	4.875	☐ 1x $400	☐ 4x (full year)	$1500
☐ 1/8 page Classified	3.675	x	2.5	☐ 1x $ 75 prepaid		

RATE & TERMS

Display advertising is payable 10 days after the receipt of a tear sheet of your ad. Classified advertising is due in advance of publication.

QUESTIONS & INFORMATION

Michael F. Gaetano, 6 Pendulum Pass, Hopkinton, MA 01748 • 781-237-4950 ext. 117 • FAX: 781-237-6811 email: mgaetano@maainc.com

Signed: ..... Date: .....

submit completed contracts via mail or fax to: RROC Headquarters • 191 Hempt Road • Mechanicsburg, PA 17050 • FAX:717-697-7820

Still Not Convinced?

HERE ARE A FEW STATISTICS THAT SHOULD CHANGE YOUR MIND.....

In the last few years.....

1. **Modern Car readers purchased 85 Rolls-Royce Phamtoms**

2. **Modern Car readers purchased 165 Bentley Continentals**

3. **Modern Car readers purchased 14 Rolls-Royce Ghosts**

4. **Modern Car readers purchased 5 Bentley Mulsannes**

Plus countless Silver Spurs and Turbo Rs.

I do not believe there is a better audience for your scarce advertising dollars.

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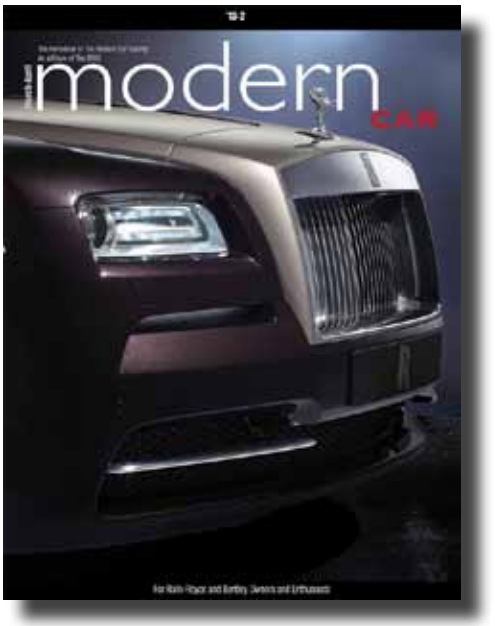
Jim Facinelli
Chairman, Modern Car Society
Society of the Rolls-Royce Owners' Club

P.S. An advertising Contract is attached.