### RATE CARD #27

**Effective January 2017 issue**

#### ADVERTISING RATES

<table>
<thead>
<tr>
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<th>COVERS* **</th>
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<td>3230</td>
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<tr>
<td>4TH COVER</td>
<td>3620 3510</td>
<td>3400</td>
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* All rates are per insertion.
** Price includes four-color. Covers are not cancelable.

**MAILING INSTRUCTIONS**

Send advertising copy and/or artwork to Hot VWs magazine, PO Box 2260, Costa Mesa, CA 92628, “Attention Advertising Department,” or e-mail your advertising representative.

PROOF REQUIRED WITH ALL ARTWORK!

Dune Buggies and Hot VWs magazine has been the leading Volkswagen-oriented publication since its inception fifty years ago. Every monthly issue is packed with the type of information that VW and off-road enthusiasts are looking for. From its first-quality car features, to in-depth technical articles, event coverage, product evaluations, plus lifestyle and historical features. Dune Buggies and Hot VWs is the #1 VW enthusiast’s magazine.

Published By:
Wright Publishing Co., Inc.
3176 Pullman ST. #107,
Costa Mesa, CA 92628
PHONE: (714) 979-2560
FAX: (714) 979-3998
WEBSITE: www.hotvws.com
2. COMMISSION
15% to recognized advertising agencies (camera-ready art).

3. TERMS
2% (on net) cash discount for payment within 10 days of invoice date. Net 30 days.

4. GENERAL RATE POLICY
90 days notice to rate revisions. Publisher reserves the right to change rates at any time.

5. VOLUME DISCOUNTS
Payable over earned issue rate on 18 pages or more within any 12 month contract period as follows:
- 18 pages ..................................... 5%
- 24 pages ..................................... 7%
- 36 pages ..................................... 10%

6. INSERTS
Various sizes and tip-ins available, specifications and rates on request.

7. BLEED
No extra charge for bleeds. Bleed size is 8-1/8” x 11-1/8-inch body and covers.

8. SPECIAL POSITION
Given when practical at 10% additional charge. Centerspread or 1/2 page horizontal spread is considered special positioning. Applicable to 1/3 page or larger ads only.

9. CONTRACT AND COPY REGULATIONS
When change of copy is not received by advertising closing date, contracted advertiser copy run in previous issue, or substitute copy will be inserted at publisher’s discretion. The publisher reserves the right to accept or reject all advertising copy which, at his/her discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly, or indirectly. No allowance is given for error in key numbers or in the advertiser index. Cancellations will not be allowed after printer space closing dates. The Publisher shall in no event be liable for failure to publish advertising specified by the advertiser, provided that if no advertising is published, any charges therefore received by the Publisher shall be refunded. The Publisher’s liability for any error shall not exceed the cost of the advertising space occupied. Publisher specifies SRDS contract and copy regulations Nos. 1, 2, 8, 10, 11, 12, 13, 14, 18, 24, 25, 26, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 40, 41, and 42.

10. SPECIAL SERVICES
Complete art services are available for ad preparation. The cost for this service depends on the number of photos, size of ad, and complexity of layout. Specific rate quotes available on request (minimum charge — $60). 5th color, inserts, tip-ins, and other special services also available on request.

11. CIRCULATION
Dune Buggies and Hot VWs is sold by subscription, newsstand, and in dealer showrooms worldwide. Subscription prices: $21.97 per year (twelve issues). Single copy price: $4.99.

12. DIGITAL SUBMISSION SPECIFICATIONS
Mac formatted CDs. Split or compressed files are not accepted. Files should be in .pdf or .tif format, Proof Required! Publisher not responsible for reproduction quality when no proof supplied. All fonts used in digital submissions must be provided in Adobe Postscript format. All scans should be high-resolution (300 dpi). All color scans must be in CYMK format (RGB scans will print low resolution). Black and white scans must be grayscale or bitmap.

13. CLOSING DATES
See web-site: www.hotvws.com for current schedules.
2017 AD CLOSING SCHEDULE

<table>
<thead>
<tr>
<th>Cover Issue</th>
<th>Space Reservation Deadline</th>
<th>Artwork Deadline</th>
<th>On Sale Date</th>
</tr>
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<tbody>
<tr>
<td>JAN 2017</td>
<td>10/04/16</td>
<td>10/18/16</td>
<td>12/06/2016</td>
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<tr>
<td>FEB 2017</td>
<td>11/08/16</td>
<td>11/22/16</td>
<td>01/03/2017</td>
</tr>
<tr>
<td>MAR 2017</td>
<td>12/06/16</td>
<td>12/20/16</td>
<td>01/31/2017</td>
</tr>
<tr>
<td>APR 2017</td>
<td>01/10/17</td>
<td>01/24/17</td>
<td>03/07/2017</td>
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<tr>
<td>MAY 2017</td>
<td>02/07/17</td>
<td>02/21/17</td>
<td>04/04/2017</td>
</tr>
<tr>
<td>JUN 2017</td>
<td>03/07/17</td>
<td>03/21/17</td>
<td>05/02/2017</td>
</tr>
<tr>
<td>JUL 2017</td>
<td>04/11/17</td>
<td>04/25/17</td>
<td>06/09/2017</td>
</tr>
<tr>
<td>AUG 2017</td>
<td>05/09/17</td>
<td>05/23/17</td>
<td>07/05/2017</td>
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<tr>
<td>SEP 2017</td>
<td>06/06/17</td>
<td>06/20/17</td>
<td>08/01/2017</td>
</tr>
<tr>
<td>OCT 2017</td>
<td>07/11/17</td>
<td>07/25/17</td>
<td>09/05/2017</td>
</tr>
<tr>
<td>NOV 2017</td>
<td>08/08/17</td>
<td>08/22/17</td>
<td>10/03/2017</td>
</tr>
<tr>
<td>DEC 2017</td>
<td>09/05/17</td>
<td>09/19/17</td>
<td>10/31/2017</td>
</tr>
</tbody>
</table>

Please use the above dates to plan your own advertising schedule.
To confirm your advertising space, please contact your advertising representative.
2 DUNE BUGGIES AND HOT VWs

MARCH 2013

Dune Buggies & Hot VWs

239HP ON CARBS!

156 MPH GHIA AT BONNEVILLE!

BUGORAMA LAS VEGAS

HAWAII’S SHAKA WEEKEND!

VW/PORSCHE REUNION

2012 TECH ARTICLE INDEX

OREGON TO CALIFORNIA TREFFEN CRUISE

SCORE/TECATE BAJA 500!

SUMMER SHOWS: CHIEFS VW BASH EUREKA SPRINGS

INTERVIEW: LYLE CHERRY

Mike Zine’s Deluxe D-Cab 2012 HOLIDAY BUYER’S GUIDE

DARRELL VITTONE INTERVIEW: PART 2

2017 VISIT US ONLINE:

HotVWs.com facebook.com/HotVWs Instagram.com/HotVWs
Some of the features our website offers:

- Sponsorship & Branding Opportunities
- Clickable Site Skins
- Advertising Spaces with Hyperlinks
- Daily Content Updates with Prime Advertising locations that are strategically placed in high visibility locations. This includes “Run Of Site” Half Pages, Leader Boards and Site Skins.
- Home Page Road Blocks are also available upon special request
- Advertising Support also available through Catalog Listings, Social Media Posts and other Hot VWs promotional material distribution
Our staff would be glad to help you choose the best plan for your marketing goals, or you can take advantage of our website traffic by selecting a space shown below to fit the budget of your business.

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>970 x 100</td>
<td>$300 / 2 weeks</td>
</tr>
<tr>
<td>SITE SKINS</td>
<td>450 x 775</td>
<td>$500 / 2 weeks</td>
</tr>
<tr>
<td>300 x 100 “STARTING LINE”</td>
<td>300 x 100</td>
<td>$150 / 2 weeks</td>
</tr>
<tr>
<td>HALF PAGE “CHECKERED FLAG”</td>
<td>300 X 600</td>
<td>$300 / 2 weeks</td>
</tr>
<tr>
<td>FEATURED HOME PAGE AD</td>
<td>300 X 250</td>
<td>$150 / 2 weeks</td>
</tr>
<tr>
<td>SPONSORED TWITTER FEED</td>
<td></td>
<td>$200 / 2 weeks</td>
</tr>
</tbody>
</table>

For More Information
Contact your Advertising Representative
SIZE:
450 X 775 (2 separate files, left and right side)

FORMAT:
GIF or JPG
50k max each file

Our Site Skins differ from a basic background image or display ad. The Skins are clickable with a hyperlink that directs the visitor to your website or a specific page on your site.

The Site Skin includes two panels, a right side and left side “Skin.” The size for each side is 450 pixels wide by 775 pixels tall (450 x 775). However, all important content should be contained within the 125 pixel area located toward the inside area of the Skin. This is to accommodate smaller computer screens which will crop the content in the outer portion of the Skin area. See the next page for examples of different size computer screens. We’ve created a Template to help you with this process, which is available by contacting a Hot VWs Online Account Manager.

HOW TO USE OUR TEMPLATE:

This Template has been set up to make designing your site skins as simple as possible. These instructions are also shown on the .PSD template on our FTP server.

1. Place your artwork image in the site skin folder that designates either the right or left side skin. You will see these in the “Layers Palette” on the .PSD template.

2. Do not alter any of the folder masks or template shadow layers.

3. Please be sure that all important text in your artwork is contained within the inner 125 pixels of each side. You will notice the red guides we have included to help you with the design of your Site Skin ads.

4. Be sure to turn off the red guide lines layer before saving your final artwork.

5. Please optimize the files as much as possible prior to saving your artwork.

Wright Publishing can also produce your web banner(s) and skins for a minimal cost. All we need is your source images, logo, text, web hyperlink, and general design directions.

If you have more questions, please contact us directly.
STANDARD SCREEN SIZE: 1280 X 800

WIDE SCREEN SIZE: 1900 X 800
Would you like to increase product sales and move more inventory for your business?

An effective way to reach additional customers and tap into a new base of potential buyers is having HotVWs.com host your company’s Product Catalog in a Digital “Flip” Edition.

OUR SERVICES INCLUDE:

- Converting your existing catalog PDFs into a digital edition
- Convert a single PDF catalog file into a modern “Flip” format
- Hosting your product catalog on the HotVWs.com Catalog Page
- Provide your company with an active link to the Digital Catalog which can be linked from your website/social media, as well as sent to customers and distributors via e-mail marketing programs and via social media links
- Hot VWs will also promote your digital catalog page on our social media outlets

For details and pricing information, please contact your Hot VWs advertising sales representative.
HOT VWs MAGAZINE DIGITAL REPRINTS

Have you had an article about your business or products featured in Hot VWs Magazine? How would you like to have that article redone in a larger format and customized layout, as well as converted into a digital “flip” edition? The staff at Hot VWs has the ability to provide this service and help you reach more customers.

Our Custom Digital Publishing Services will enable you to effectively distribute an article that was previously published in the print edition of Hot VWs Magazine. The new article will be hosted on the HotVWs.com server, allowing your distribution channels to “share” the Digital Reprint using social media and e-mail marketing programs.

For details and pricing information, please contact your Hot VWs advertising sales representative.
HOW TO SUBMIT A NEW PRODUCT RELEASE

Hot VWs Magazine and HotVWs.com publishes new product releases as a reader service. There is no charge for a new product release appearing in our magazine or on the website, however, there is no guarantee that your new product release will be published. We receive numerous new product releases every month. The best way to increase the chances that your release will be used is to submit sharp, high-quality color photographs (preferred format is 300 dpi digital images in JPEG format, with a color printout of the image), along with typed, double-spaced text describing what the product is, what it does, why it’s better than a stock part (if applicable), what it fits, sizes/colors, etc. New products are given space and consideration as editorial content in Hot VWs; please describe the product in a straightforward manner, not as advertising copy. Be sure to include suggested retail price, where to get it or how to order it, and the manufacturer’s name, address, phone number, as well as website and e-mail addresses if available. New product releases may be submitted on CDs or via e-mail.
**DATE:**

**CLIENT:**
- CONTACT NAME:
- ADDRESS:
- PHONE: FAX:
- E-MAIL:
- PO# (if needed):

**AGENCY:**
- CONTACT NAME:
- ADDRESS:
- PHONE: FAX:
- E-MAIL:
- PO# (if needed):

**AD SIZE / DESCRIPTION:**

**INSERTION FREQUENCY / DURATION:**
- [ ] 1 week
- [ ] 2 weeks

**QUOTED RATE:**

**ADDITIONAL ONLINE SERVICES:**

**QUOTED RATE:**

**BILL TO:** [ ] CLIENT  [ ] AGENCY

**PLEASE CHECK THE BOX BELOW NEXT TO THE INSERTION SPACE THAT YOU WOULD LIKE TO RESERVE:**

- [ ] Leaderboard 970 X 100
- [ ] “Starting Line” 300 X 100
- [ ] Site Skin (left) 450 X 775
- [ ] Site Skin (right) 450 X 775
- [ ] Half Page “Checkered Flag” 300 X 600
- [ ] Featured Home Page Ad 300 X 250
- [ ] Featured Home Page Ad 300 X 250
- [ ] twitter Sponsored Twitter Feed
1. This insertion order form shall function as a contract between the “Company” and Wright Publishing and/or Hot VWs.

2. Upon verbal agreement and receipt of this written agreement between the advertising “Company” and “Hot VWs,” the terms of this contract may be modified. Such modifications may include, but are not limited to: (A) the purchase or deletion of additional advertising or branding space; or (B) the reduction or increase in advertising insertion rates. Any modification(s) will be notified to each party beforehand, preferably in writing.

3. Under the terms of this Insertion Order Agreement, Hot VWs shall provide the requested ad space and/or branding and sponsorship services at the quoted rate specified on the Hot VWs Online Rate Page, which will be confirmed on the Insertion Order. Any changes made regarding the reserved ad space on the Hot VWs web-site by the Company, which will be submitting the artwork for the advertisement or branding opportunity, shall be reported to Wright Publishing and/or Hot VWs within one week of the date on the Insertion Order and/or one week prior to the start of when the artwork shall appear on the website. Wright Publishing Company and/or Hot VWs will do its best to make any changes requested by the advertising Company after the campaign has begun, but Hot VWs is not responsible for any artwork submitted by a “Company” and uploaded to the Hot VWs website, or errors made by the Company who is submitting the advertising artwork.

4. A Company submitting artwork that will be placed on the Hot VWs website for advertising and/or branding opportunities shall follow the guidelines specified on the artwork templates provided by Wright Publishing and Hot VWs. These templates will either be supplied by an advertising representative from Hot VWs, in the form of a web link sent in an e-mail, or they can be downloaded from our advertising specifications section on the Hot VWs website. In the event that a Company who choses to advertise on the Hot VWs website does not have the ability to create their own artwork, Hot VWs can perform this service as needed. Charges will apply for Online Services. These charges will be agreed upon when the Insertion Order is submitted to Wright Publishing Company.

5. The deadline for submitting artwork and Insertion Orders will be approximately 7 days prior to the date that the advertisement is scheduled to appear on the Hot VWs website. Submissions made within 7 days of the scheduled date will be accepted, however, Hot VWs will not be responsible for errors within the artwork or changes that need to be made to a Company’s artwork.

6. Wright Publishing Company and/or Hot VWs shall not be held responsible for any errors regarding artwork files, as well as grammatical or typographical errors. A Company submitting artwork agrees to submit artwork that is not offensive or obscene in any manner. Wright Publishing Company reserves the right to refuse artwork which is deemed offensive or obscene. If you have any questions about the style of artwork you intend to submit, please have it reviewed by a Wright Publishing Company representative beforehand.

7. The Company submitting artwork for the Hot VWs website will be billed on terms of net thirty (net 30) days. Discounts for payments made early are available. Please contact your Hot VWs Advertising Manager for more information about early payment terms.

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Contact your Advertising Representative

We accept payments made with major Credit Cards or Checks — Checks should be made payable to Hot VWs

Please contact Sandy at (714) 979-2560 ext. 100 to pay with a Credit Card

Scan and return 2-page Insertion Order Agreement, or return by Fax at (714) 979-3998