

Information for Potential Advertisers



The Canadian Prairies Jaguar Club

“Connecting with the Jaguar Car
Community”

Table of Contents

- Introduction from the President of the Canadian Prairies Jaguar Club
- Benefits and Costs of Advertising with CPJC
- Application Form for Advertisers
- Example of the Directory of Advertisers
- Example of CPJC's Quarterly Newsletter – For the latest club newsletter, go to the club's website www.CPJC.ca and look for Newsletters.

Introduction from the President of CPJC

On behalf of the Canadian Prairie Jaguar Club (CPJC), Jaguar car enthusiasts and our associate Jaguar car clubs in Canada and the USA, we welcome your interest in advertising with our club. We are a member of the Jaguar Clubs of North America (JCNA) that has one of the largest Jaguar Car club memberships in the world.

CPJC encourages strongly the exchange of information, skills, services and contacts that will allow our club members to gain knowledge about and enjoy their Jaguar cars to the fullest. An Advertiser with us is a key contributor to this goal by providing specific information on their business offering to the current and next generation of Jaguar car enthusiasts.

CPJC is a new club that is into its second year of operation with a growing membership of about 40 persons currently. Advertisements posted with us will not only be viewed by our club members but also by a larger population of Jaguar enthusiasts throughout the Pacific Northwest region. This is a significant benefit made possible through our membership in JCNA.

We would be delighted to have you advertise in our quarterly newsletter and website that are viewed by both classic and contemporary Jaguar car owners. Your advertisements will reach dedicated, enthusiastic Jaguar club members locally and in the Pacific Northwest. You will be connected to and be part of an important car owner community that is keenly interested in keeping their valued cars driving and in top condition.

Please consider advertising with CPJC. Together we will work to keep alive the enthusiasm and excitement of driving and sharing with members, fellow automobile lovers and the public our passion for some of the most beautiful cars ever manufactured.

Help us keep Jaguars alive and well. We look forward to your support!

CANADIAN PRAIRIES JAGUAR CLUB

Benefits and Costs of Advertising with CPJC

Why advertise with the Canadian Prairies Jaguar Club (CPJC)?

The Canadian Prairies Jaguar Club (CPJC) is a member of the Jaguar Clubs of North America (JCNA) that has one of the largest Jaguar Club memberships in the world. As such, advertising through the CPJC is your portal to a mature network of regional Jaguar club memberships in the North-West region of JCNA. Your advertisement will be viewed by our club's western Canadian membership in Saskatchewan, Alberta and central British Columbia. In addition, advertising with CPJC will expose your company to the larger and more established JCNA Jaguar Clubs in Vancouver, Victoria and the USA-based clubs in Seattle, Washington and Portland, Oregon.

Promoting your business through the Canadian Prairies Jaguar Club is simple, cost effective and directly targets the Jaguar enthusiasts who can use your services, knowledge and products.

How will your Advertisement be shared with club members?

Advertisers will have their advertisement displayed for a period of twelve months in CPJC's on-line, digital newsletter that is circulated quarterly to our club's membership. The newsletter is also posted on the club's website and is shared with the other JCNA clubs in the North-West region (Vancouver, Victoria, Seattle and Portland) for posting on their individual websites.

In addition, your advertisement will be posted in a prominent location on our club's website, CPJC.ca.

Advertisers will also have their company name, contact details and service description listed in the CPJC's *Directory of Advertisers* page that will be posted on our website and will be carried in each of our partnering northwest Canadian & U.S. club websites.

Advertisers will be copied in the quarterly distribution of the club's newsletter.

Benefits and Costs of Advertising with CPJC

Commercial Advertising Rates

Advertisers will provide their own graphics & advertising content. Advertising requests must be received by the 20th of the month preceding our quarterly publication in January, April, July and October. All CPJC advertisement subscriptions are on a twelve-month basis.

Advertisers can select from the following sizes and prices per year:

□ Full Page. - \$950

□ Quarter Page. - \$250

□ Half Page. - \$450

□ Business Card Size. - \$175

□ Third of a Page. - \$350

□ Bus. card size for Member. - \$110

Why not also become a member of CPJC?

We encourage Advertisers to become members of CPJC. You will be given access to the club's Facebook page for members. You will also be able to sell Jaguar specific parts and vehicles in the Classified Ads section of the club's website. Classified Ads are free for members.

In addition, Advertiser-members will be given first opportunity to promote their company at upcoming CPJC events and to provide special sponsorship throughout the year. Your support and exposure to our membership and fellow enthusiasts will benefit everyone.

How to apply to advertise with CPJC

An application form is included in this package of information and is available on our website, CPJC.ca. The application form describes the information required from

Benefits and Costs of Advertising with CPJC

each Advertiser. If you have any questions, please contact Chris at 587-585-3379 or vpit@cpjc.ca.

Application Form for Advertisers

Advertisements with the Canadian Prairies Jaguar Club (CPJC) will be included for a period of twelve months in the club's quarterly newsletter and posted on the club website, CPJC.ca. In addition, the advertiser's name, contact information and summary of products and services will be added to a Directory of Advertisers that will be posted by CPJC and affiliated Jaguar clubs in the North-West Region (British Columbia, Washington and Oregon) in each club's website.

If interested in advertising with the Canadian Prairies Jaguar Club, please complete this form and submit it electronically along with your advertisement to secretary@cpjc.ca. If you require more information, then please contact Chris at 587-585-3379.

<i>Company Name:</i>	
Address:	
Company Phone Number:	
Website URL	
Summary of Products and Services Provided:	
Contact Person's Name:	
- Phone Number:	
- Email address:	

Application Form for Advertisers

Size of Advertisement Required:

Full Page. - \$950

Quarter Page. - \$250

Half Page. - \$450

Business Card Size. - \$175

Third of a Page. - \$350

Bus. Card size for Member. - \$110

(Note: Prices are for a 12-month period)

Payment:

Please make payment to the Canadian Prairies Jaguar Cub via e-Transfer to treasurer@cpjc.ca.

Submission Requirements:

Please send electronically the completed application form and a copy of your advertisement to secreatary@cpjc.ca.

Requirements for your advertisement include:

- The basic format for the document should be in pdf, Word (doc) or Rich Text Format (rtf).
- Pictures should be in Portable Network Graphic (png) format.
- Animation should be in Graphics Interchange Format (gif).

CLUB USE ONLY

Date Application Received:

Date Advertisement Posted:

Date Payment Received:

Verified By:

CANADIAN PRAIRIES JAGUAR CLUB

Directory of Advertisers
(Example)

1

Parts

SNG Barratt USA

92 Londonderry Turnpike, Manchester, NH 03104

800-452-4787

Parts and accessories for classic and modern
Jaguars

<http://www.sngbarratt.com>

Sales

Jaguar Land Rover Royal Oak

7755 110 Ave NW, Calgary, AB T3R 1R8

403-910-7881

Contact Name

Dealership – Vehicle sales, service and parts

<https://www.landroverroyaloak.com>

Service

BritSport of Seattle

4214 24th Ave W, Seattle, WA 98119

206-283-3578

Contact Name

Restoration, repair & maintenance of British
motor cars. Expert gearbox rebuilding

<https://www.britsportofseattle.com>

2

3 Other Categories, in addition to Parts, Sales and Service, may include Auto
4 Salvage, Electrical, Engine Rebuilding, Exterior Trim, Insurance, Interiors,
5 Machine Shop, Products, Publications & Books, Restorations, Tires and Wheels,
6 Transmissions, Tools, Towing

CANADIAN PRAIRIES JAGUAR CLUB