



## **2008 FFV Purchasing Guide Back Cover Customization & Advertising Rates**

The 2008 Flexible Fuel Vehicle (FFV) Purchasing Guide will contain 16 full-color pages of frequently asked questions about E85, as well as an up-to-date listing of all FFVs produced by model year. Organizations who wish to order customized guides with their own graphic printed on the back cover must supply their artwork as a 300 dpi .tif or .jpg. The artwork needs to fit a 10" x 7.25" area and have a .25" additional bleed all around.

**The following prices are for customized copies, all of which will be printed and mailed to you.**

<b>Customized Guides For Your Organization's Use</b>	<b>Cost For Customization and Printing</b>
100 guides with a customized back cover	\$575.00
250 guides with a customized back cover	\$1,287.50
500 guides with a customized back cover	\$2,250.00
1,000 guides with a customized back cover	\$3,000.00
5,000 guides with a customized back cover	\$4,000.00
10,000 guides with a customized back cover	\$6,500.00

**This option is available to one organization only, on a first-come, first-serve basis.**

<b>Back Cover Advertising On Entire NEVC Supply</b>	<b>Cost For Advertising and Printing</b>
Advertising, plus 500 printed guides	\$2,500.00
Advertising, plus 1,500 printed guides	\$3,500.00
Advertising, plus 2,500 printed guides	\$4,500.00

*These costs are strictly for advertising on the back cover of the entire supply (approximately 10,000) of the 2008 FFV Purchasing Guides. They will be printed and kept in inventory by the NEVC for general reference purposes, distribution at trade shows and fulfillment of E85 merchandise orders.*

For more information and estimates on other quantities, please contact Michelle Kautz at [mkautz@e85fuel.com](mailto:mkautz@e85fuel.com) or call 573.635.8445 ext. 18.