

COG Board Makes Changes to Industry Members Relations

Board of Directors voted to expand definition of IM and offer advertising in *The Concourier*

The Concours Owners Group Board of Directors have issued changes in the definition of COG Industry Membership effective January 1, 2010. The changes offer tiered levels of industry membership. A new "Premier Level" of industry membership allows for expanded advertising in *The Concourier* and COG Membership Directory and provides Premier IMs an opportunity for custom created advertising up to a full page in size.

Standard Industry Member

- Standard members receive a 1-Line Listing in the Concourier.
- Standard members receive a 1-Line Listing on COGMOS.
- Standard members receive a 1-Line listing in the Membership Directory
- Standard members cannot purchase advertising in the Concourier.
- Standard membership is available for \$50.00 per year.*

Premier Industry Member

- Premier members receive a 2-Line Listing in the Concourier.
- Premier members receive a 2-Line Listing on COGMOS.
- Premier members receive a 2-Line Listing in the Membership Directory.
- Premier members can purchase advertising in the Concourier.
- Premier membership is available for \$100.00 per year. *

CONCOURIER ADVERTISING

- Available to Premier Industry members only.
- Advertiser must provide printer ready advertising in pdf format.
- Advertising may be submitted in black & white or color, but will appear in black & white in the magazine, except in the fall, full color issue
- Color is available in the National Rally issue (Fall) for an additional charge.
- The annual advertising rate is for 4 insertions (4 issues of The Concourier).
- Ad sizes can only be changed once per year.
- Advertising rates are:

Business card ad - \$200.00 per year

¼ page ad - \$400.00 per year

½ page ad - \$800.00 per year

Full page ad - \$1,200.00 per year

**Current Industry members have the option of upgrading to Premier and purchasing advertising now, or remaining at Standard with the increase in dues becoming effective at renewal. If an IM opts to upgrade immediately, they will pay the difference between their current membership and the new rate (\$100.00 - \$37.00 = \$63.00) pro-rated until their renewal date i.e., if 6 months are left on their membership they will pay ½ of the upgrade (1/2 of \$63.00 = \$31.50).*