

RACE PAGES

FSC

FASTEST STREETCAR.COM

WWW.PROMEDIAPUB.COM

2008 ADVERTISING SPECS & GENERAL INFORMATION

ADVERTISING SPECIFICATIONS

AD SIZE	BORDERED SIZE WIDTH x HEIGHT	TWO PAGE 18.50" x 11.125"		1/2 PAGE VERTICAL 4.5" x 11.125"	2/3 PAGE 9.250" x 7.250"
Two Page Spread	18.50" x 11.125"				
Full Page	9.250" x 11.125"				
2/3 Page	9.250" x 7.250"				
Half Page - Horizontal	9.250" x 5.500"				
Half Page - Vertical	4.500" x 11.125"				
1/3 Page	9.250" x 3.500"				
Race Shop - 1/6 Page	4.250" x 3.750"				

BLEED SIZE INFORMATION

SIZE	BLEED	TRIM	LIVE AREA
2 PAGE	W 20.50" H 12.375"	W 20.0" H 11.875"	W 19.50" H 11.375"
1 PAGE	W 10.50" H 12.375"	W 10.0" H 11.875"	W 9.50" H 11.375"
2/3 PAGE	W 10.50" H 8.0"	W 10.0" H 7.50"	W 9.50" H 7.250"
1/2 HORIZ	W 10.50" H 6.50"	W 10.0" H 5.9"	W 9.50" H 5.50"
1/2 VERT	W 5.50" H 12.375"	W 5.0" H 11.875"	W 4.50" H 11.125"

B&W: Laser proof is required. Due to the "Dot Gain" in newsprint paper, please make sure to lighten all images with solid black density being set to 80% maximum. Do not reverse type less than 9 points (or it will blur). B&W ads must be created or saved in "grayscale" mode.

2C Ads: Ink-Jet, Color Laser, Digital Print Proof accepted. Due to the "Dot Gain" in newsprint paper, please make sure to lighten all images with solid black density being set to 80% maximum. All graphics must be created using 100 magenta or cyan in place of a PMS color or the spot color and black. Please be sure only 2 plates are required for printing. Reverse type must be a minimum of 10 points and in areas of 70% or greater density to avoid being blurry.

4C Ads: Color Laser or Ink-Jet Glossy Proof accepted. Due to the "Dot Gain" in newsprint paper, please make sure to lighten all images with solid black density being set to 80% maximum. All images/colors must be CMYK. Reverse type must be a minimum of 10 points and in areas of 70% or greater density to avoid being blurry.

Digital Files are required by Magazines. *All PC or Mac based files MUST be accompanied with a high-quality color-accurate laser proof. Magazines will not be responsible for errors or problems associated with your ad or artwork without a proof. You must include ALL fonts and placed graphics used in your ad. Ads supplied by film negative are no longer accepted.

ACCEPTED FORMATS

SOFTWARE	ART	MEDIA
Quark Xpress 4.1 - 6.5	EPS	CD-ROM
Photoshop compatible with CS2	PDF	DVD-ROM
Illustrator compatible with CS2	TIFF	FTP
Adobe PDF compatible with version 6		

ARTWORK MAILING ADDRESS

PLEASE MAIL ALL ARTWORK, LASER PROOFS & DIGITAL FILES TO:
 ProMedia Publishing - Attn: Ad Coordinator
 3518 W. Lake Center Drive, Suite D
 Santa Ana, CA 92704
FTP: Hostname: ftp://promediapubftp.com/ads/
 Username: PromediaAdvertiser
 Password: Proads1

GENERAL ADVERTISING INFORMATION

Production of Ads: Advertiser is required to supply advertisements. We will produce the ad for you if you so choose. Please contact your Advertising Representative or Ad Coordinator for cost and terms.

Payment: Pre-pay required by credit card or check. 30-day credit terms may be extended upon successful completion of a Credit Application. Publisher has the right to hold advertiser and its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising which the advertiser or its agent ordered and was published. Agency Commissions: 15% agency discount is given on rates to approved and recognized ad agencies. (not on Race Shop).

Space Reservation: Production materials and changes must be received by the publisher in writing by the Ad Close date.

Ad Placement/Position: Publication ad placement is the sole discretion of the publisher.

Ad Materials: Required to be submitted to publisher prior to the Ad Materials due date. If ad materials are not received by this date, publisher will run previously run materials. Publisher does not guarantee any requested changes after ad close date. Ads are accepted on the representation that the advertiser has the right to publish the contents, and the advertiser agrees to hold the publisher harmless against any expense, any loss, or any claims arising out of ad publication.

Insertion Orders/Contracts: Contracts & Insertion Orders are accepted subject to provisions of the current General Advertising Information. Rates are subject to change upon 90 days notice. Contents of ads are subject to publisher approval, and the publisher reserves the right to reject any ad at any time.

Cancellations: All cancellations must be done in writing prior to the ad close date.

Liability: Publisher is not liable for any costs or damages if, for any reason, it fails to publish an ad. No conditions or agreements other than set forth here will be binding unless specifically agreed to by publisher. Publisher shall be entitled to payment from the advertiser and/or its ad agency for any and all collection and litigation costs incurred by the publisher, including but not limited to reasonable attorney's fees and court costs.



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