

FSC

FASTESTSTREETCAR.COM
OFFICIAL PUBLICATION OF THE NMCA HOT ROD AND MUSCLE CAR NATIONALS

ADVERTISING RATES 2008

PUBLISHER, FASTEST STREET CAR
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WWW.PROMEDIAPUB.COM

2008 ADVERTISING RATES

B&W AD RATES	1X	3X	6X	9X	12X
Page	\$1780.00	\$1740.00	\$1700.00	\$1660.00	\$1620.00
2/3 Page	\$1200.00	\$1170.00	\$1140.00	\$1110.00	\$1080.00
1/2 Page	\$890.00	\$870.00	\$850.00	\$830.00	\$810.00
1/3 Page	\$600.00	\$585.00	\$570.00	\$555.00	\$540.00
1/6 Page Race Shop	N/A	\$290.00	\$280.00	\$270.00	\$235.00
4-COLOR & 2-COLOR RATES					
4-Color Process Ads	Add \$400.00		4-Color Process		
2-Color Ads	Add \$200.00		Process Yellow, Process Blue, Process Magenta, Red 485		
2-Color Ads, Custom PMS	Add \$260.00		Custom PMS 2nd Color		
COVER AD RATES	1X	3X	6X	9X	12X
Cover 4 - 4 Color	\$3600.00	\$3530.00	\$3460.00	\$3390.00	\$3320.00
Cover 3 - 4 Color	\$2880.00	\$2830.00	\$2780.00	\$2730.00	\$2680.00
Cover 2 - 4 Color	\$3370.00	\$3310.00	\$3250.00	\$3190.00	\$3130.00
All Cover Ads are printed on 60# Gloss Paper					

2008 ADVERTISING SCHEDULE

AD CLOSE Please contact us by this date to inform us as to the number and size of ads you wish to place.

MATERIALS DUE All digital files with laser proofs are due to ProMedia by this date. Late files cannot be guaranteed placement into that month's issue. Failure to make the due date may result in the previous month's ad running. Please specify month(s) and publication with submission.

ON SALE This is the approximate date the magazine will be distributed.

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE DATE
January	09/14/2007	10/05/2007	11/27/2007
February	10/16/2007	11/06/2007	12/26/2007
March	11/15/2007	12/04/2007	01/25/2008
April	12/14/2007	01/04/2008	02/26/2008
May	01/15/2008	02/05/2008	03/26/2008
June	02/15/2008	03/07/2008	04/25/2008
July	03/14/2008	04/05/2008	05/23/2008
August	04/16/2008	05/07/2008	06/25/2008
September	05/15/2008	06/04/2008	07/25/2008
October	06/16/2008	07/07/2008	08/27/2008
November	07/16/2008	08/06/2008	09/25/2008
December	08/15/2008	09/04/2008	10/24/2008

ARTWORK INFO

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 SITE:

Host Name: ftp://promediapubftp.com/ads/
User Name: Promedia\Advertiser
Password: Proads1

ACCOUNT REPRESENTATIVES

BRAD WILSON	714.444.2426 x127 bwilson@promediapub.com
CHRIS VOPAT	714.444.2426 x107 cvopat@promediapub.com
DANNY LEONETTI	714.444.2426 x120 dleonetti@promediapub.com

DIGITAL FILE SPECIFICATIONS:

Digital Files are required by Fastest Street Car Magazine. *All PC or Mac based files MUST be accompanied with a high-quality color-accurate laser proof.

ADVERTISING CONDITIONS:

By placing an ad in Fastest Street Car, you are agreeing with the terms and provisions of the general contract conditions located on the General & Advertising Info Page.



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