

FSC

FASTEST STREET CAR MAGAZINE
OFFICIAL PUBLICATION OF THE NMCA HOT ROD AND MUSCLE CAR NATIONALS

ADVERTISING RATES 2010

Publisher, Fastest Street Car

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PROMEDIAPUB.COM

2010 ADVERTISING RATES

B&W AD RATES	1X	3X	6X	9X	12X
Page	\$1870.00	\$1825.00	\$1785.00	\$1740.00	\$1700.00
2/3 Page	\$1260.00	\$1230.00	\$1200.00	\$1165.00	\$1135.00
1/2 Page	\$935.00	\$915.00	\$890.00	\$870.00	\$850.00
1/3 Page	\$630.00	\$615.00	\$600.00	\$580.00	\$565.00
1/6 Page Race Shop	N/A	\$305.00	\$295.00	\$285.00	\$245.00
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)	\$3780.00	\$3705.00	\$3635.00	\$3560.00	\$3485.00
Cover 3 (4-Color)	\$3025.00	\$2970.00	\$2920.00	\$2865.00	\$2815.00
Cover 2 (4-Color)	\$3540.00	\$3475.00	\$3410.00	\$3350.00	\$3285.00

All Cover Ads Are Printed on 60# Gloss Paper

2010 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 LLC 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	09/16/2009	10/6/2009	11/28/2009
February	10/16/2009	11/6/2009	12/29/2009
March	11/17/2009	12/4/2009	01/26/2010
April	12/17/2009	01/5/2010	02/27/2010
May	01/15/2010	02/5/2010	03/26/2010
June	02/16/2010	03/9/2010	04/27/2010
July	03/16/2010	04/6/2010	05/27/2010
August	04/16/2010	05/7/2010	06/25/2010
September	05/17/2010	06/4/2010	07/28/2010
October	06/16/2010	07/7/2010	08/27/2010
November	07/16/2010	08/6/2010	09/28/2010
December	08/17/2010	09/4/2010	10/26/2010

ARTWORKINFO

Please mail all artwork,
laser proofs & digital files to:

ProMedia LLC

Attn: Ad Coordinator

3518 West Lake Center Drive, Suite D
Santa Ana, CA 92704

FTPSITE

Hostname: ftp://promediapubftp.com

Username: Promedia\Advertiser

Password: Proads1

Email: ads@promediapub.com

DIGITAL FILE SPECIFICATIONS

Digital Files are required by FSC Magazine.

*All PC or Mac based files MUST be accompanied with a high-quality color-accurate laser proof.

ProMedia LLC

3518 West Lake Center Drive, Suite D

Santa Ana, CA 92704

Phone: 714/444-2426

Fax: 714/436-5085

promediapub.com

PR  **MEDIA**
STREET. STRIP. DRAG.



ADVERTISING CONDITIONS

Placement of this advertisement follows the FSC Rate Card Provisions of which I am familiar and agree to.