

# FSC

FASTESTSTREETCAR.COM



## ADVERTISING RATES 2012

Publisher, Fastest Street Car

Aaron Hahn

Email: ahahn@promediapub.com

Phone: 714/444-2426 ext.117

Fax: 714/436-5085

PROMEDIAPUB.COM

### 2012 ADVERTISING RATES

B&W AD RATES	1X	3X	6X	9X	12X
Page	\$1915.00	\$1870.00	\$1830.00	\$1785.00	\$1745.00
2/3 Page	\$1290.00	\$1260.00	\$1230.00	\$1195.00	\$1165.00
1/2 Page	\$960.00	\$940.00	\$910.00	\$890.00	\$870.00
1/3 Page	\$645.00	\$630.00	\$615.00	\$595.00	\$580.00
1/6 Page Race Shop-4-Color	N/A	\$405.00	\$385.00	\$355.00	\$335.00
1/6 Page Race Shop	N/A	\$315.00	\$300.00	\$290.00	\$250.00
Performance Directory	N/A	N/A	N/A	N/A	\$500.00/yr.
<b>4-COLOR &amp; 2-COLOR RATES</b>					
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)	\$3875.00	\$3780.00	\$3725.00	\$3650.00	\$3570.00
Cover 3 (4-Color)	\$3100.00	\$3045.00	\$2995.00	\$2935.00	\$2885.00
Cover 2 (4-Color)	\$3630.00	\$3560.00	\$3495.00	\$3435.00	\$3365.00

All Cover Ads Are Printed on 60# Gloss Paper

### 2012 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	10/04/11	10/25/11	11/23/11
February	11/04/11	11/28/11	12/29/11
March	12/05/11	12/23/11	01/26/12
April	01/06/12	01/26/12	02/28/12
May	02/06/12	02/23/12	03/28/12
June	03/05/12	03/23/12	04/27/12
July	04/06/12	04/23/12	05/27/12
August	05/04/12	05/21/12	06/27/12
September	06/04/12	06/22/12	07/27/12
October	07/06/12	07/23/12	08/29/12
November	08/06/12	08/22/12	09/28/12
December	09/07/12	09/24/12	10/26/12

### 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**

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### ADVERTISING CONDITIONS

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