

RACE PAGES

THE ALL  PERFORMANCE SOURCE



ADVERTISING RATES 2012

Publisher, Race Pages

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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.
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)	\$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	09/20/11	10/11/11	11/11/11
February	10/19/11	11/09/11	12/12/11
March	11/17/11	12/08/11	01/10/12
April	12/18/11	01/12/12	02/13/12
May	01/18/12	02/08/12	03/12/12
June	02/18/12	03/19/12	04/09/12
July	03/19/12	04/09/12	05/07/12
August	04/18/12	05/09/12	06/11/12
September	05/18/12	06/08/12	07/13/12
October	06/18/12	07/09/12	08/10/12
November	07/18/12	08/08/12	09/10/12
December	08/20/12	09/10/12	10/10/12

ADVERTISING CONDITIONS

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

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

ProMedia LLC

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