

ADVERTISING RATES & SCHEDULE

FASTEST STREET CAR

The Official Publication of NMRA & NMCA Drag Racing



FULL GLOSS

ALL 4-COLOR MAGAZINE 2021 ADVERTISING RATES



SIZE	12X	6X	3X	1X	
2-Page Spread	\$2,500	\$2,900	\$3,250	\$3,500	Qualify for a 15% Agency Discount
Best Value!					
SIZE	12X	6X	3X	1X	
Full Page	\$1,700	\$1,890	\$2,265	\$2,450	Qualify for a 15% Agency Discount
2/3 Page	\$1,450	\$1,620	\$1,945	\$2,105	
1/2 Page	\$1,215	\$1,350	\$1,620	\$1,755	
1/3 Page	\$975	\$1,080	\$1,295	\$1,400	
1/6 Page Race Shop	\$375	\$425	\$450	N/A	No Agency Discount Applicable
ALL RUN OF BOOK ADS ARE 4-COLOR PRINTED ON 35# HEATSET PAPER					
COVER AD RATES	12X	6X	3X	1X	
Cover 4	\$3,000	\$3,400	\$3,750	\$4,000	Best Value!
Cover 3	\$2,000	\$2,400	\$2,750	\$3,000	
Cover 2	\$2,500	\$2,900	\$3,250	\$3,500	
ALL COVER ADS ARE 4-COLOR PRINTED ON 100# GLOSSY HEATSET COVER STOCK					

2021 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 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	EVENT COVERAGE	SPECIAL DISTRIBUTION	AD CLOSE	MATERIALS DUE	ON-SALE DATE
JAN	NMCA & NMRA World Finals		11/02/20	11/02/20	11/30/20
FEB	CPCS, BG Specialty		12/01/20	12/01/20	12/28/20
MAR	NMRA Champions	NMRA Season Opener	01/04/21	01/04/21	01/29/21
APR	NMCA Champions	NMRA/NMCA All-Star Nationals	02/01/21	02/01/21	03/01/21
MAY	Poster Issue, AutoX		03/01/21	03/01/21	03/29/21
JUN	NMRA/NMCA FL	NMRA/NMCA Super Bowl	04/01/21	04/01/21	04/29/21
JUL	NMRA/NMCA GA		05/03/21	05/03/21	05/28/21
AUG	NMRA/NMCA St. Louis, AutoX	NMRA/NMCA Power Festival	06/01/21	06/01/21	06/28/21
SEP	NMRA OH, AutoX		07/01/21	07/01/21	07/28/21
OCT	NMRA/NMCA MI, AutoX	NMRA World Finals	08/02/21	08/02/21	08/30/21
NOV	NMCA OH	SEMA Issue	09/01/21	09/01/21	09/30/21
DEC	AutoX		10/01/21	10/01/21	10/29/21

ARTWORKINFO

Please email or send file sharing link of all artwork / digital files to the following email addresses:

EMAILARTWORK:

aDeLaCruz@promediapub.com

or

ads@promediapub.com

DIGITAL FILE SPECIFICATIONS

Digital files are required by *Fastest Street Car Magazine*.

ProMedia LLC

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

Phone: 714/444-2426

Fax: 714/436-5085

promediapub.com



ADVERTISING CONDITIONS

Placement of this advertisement follows the *Fastest Street Car* Rate Card Provisions of which I am familiar and agree to.