

# 6TH YEAR OF SAME RATE CARD! 2011 AD RATE CARD<sup>14</sup> - With PRI Digital Ad Specifications

## AD SIZES

	WIDTH	HEIGHT
<b>SPREAD</b>		
(trim size)	16.75"	10.875"
(with .125" bleed)	17.0"	11.125"
<b>FULL PAGE</b>		
(trim size)	8.375"	10.875"
(live image area)	7.625"	10.125"
(with .125" bleed)	8.625"	11.125"
<b>2/3 VERTICAL</b>	4.75"	10.0"
<b>1/2 HORIZONTAL</b>	7.25"	4.875"
<b>1/2 VERTICAL</b>	4.75"	7.375"
<b>1/3 HORIZONTAL</b>	4.75"	4.875"
<b>1/3 VERTICAL</b>	2.25"	10.0"
<b>1/4 HORIZONTAL</b>	4.75"	3.50"
<b>1/4 VERTICAL</b>	3.50"	4.875"
<b>1/6 HORIZONTAL</b>	4.75"	2.375"
<b>1/6 VERTICAL</b>	2.25"	4.875"
<b>1/12 SQUARE</b>	2.25"	2.25"
<b>MINI MERCHANDISER</b>	2.25"	1.0"

## ADVERTISING RATES

- Advertising rates are effective January 2011 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 18-time, 12-time and 6-time frequency rates must be signed and returned to PRI.
- All orders noncancelable after closing date.
- Minimum rate holder is 1/12 page.
- A signed contract and/or an acknowledgement MUST be on file with PERFORMANCE RACING INDUSTRY in order to run an advertisement.

	18-TIME*	12-TIME	6-TIME	1-TIME
<b>FULL PAGE</b>	\$2,430	\$2,725	\$2,970	\$3,480
<b>2/3 PAGE</b>	\$1,620	\$1,820	\$2,180	\$2,585
<b>1/2 PAGE</b>	\$1,280	\$1,435	\$1,685	\$2,020
<b>1/3 PAGE</b>	N/A	\$920	\$1,135	\$1,425
<b>1/4 PAGE</b>	N/A	\$665	\$870	\$1,045
<b>1/6 PAGE</b>	N/A	\$555	\$670	\$825
<b>1/12 PAGE</b>	N/A	\$235	\$295	\$350

### To Qualify For 18-Time Rate\*

- Advertiser must run a full-page advertisement or a combination of advertisements equaling one page or larger, per issue, in 12 consecutive issues.
- To qualify for the 18-time rate for all insertions, an advertiser must run six additional half-page or larger advertisements

in the same 12-month period. Example: A 12-page insert, in one issue, in addition to the monthly full page advertisement, would qualify the advertiser for the 18-time rate.

3. Contracts for 18-time rate must be signed & returned to PRI.

## COLOR RATES

2nd Process Color	\$200
4-COLOR	\$600
4-COLOR SPREAD	\$750

## COVER RATES

- Noncancelable 30 days prior to closing date.
- Color charges are included.

	12-TIME	6-TIME	1-TIME
INSIDE FRONT	\$4,130	\$4,770	\$5,280
INSIDE BACK	\$4,060	\$4,630	\$5,560
BACK	\$4,460	\$5,090	\$5,840

## BUYERS GUIDE TAB PAGE RATES

TAB PAGE	\$5,250 gross
----------	---------------

## CLASSIFIEDS RATES

	6-TIME	3-TIME	1-TIME
PER COLUMN INCH	\$55	\$60	\$65

- Up to 4 BOLD FACED Words free. Extra words \$0.25 each.

## AGENCY & CASH DISCOUNTS

- 15% discount to recognized agencies, 5% discount from payments made 10 days from invoice date. All orders accepted

subject to publisher's credit requirements. Production charges are not subject to agency commission or cash discount.

## SPECIAL POSITION

- For all special position requests, add 15% to earned rate, then add normal color charges, if any. Special position requests are only available for 18-time, 12-time and 6-time contracted advertisers. Available positions: consecutive pages, right-hand page, two-page spread, and full-page far forward.
- No special position requests available to appear in specific articles of PRI.

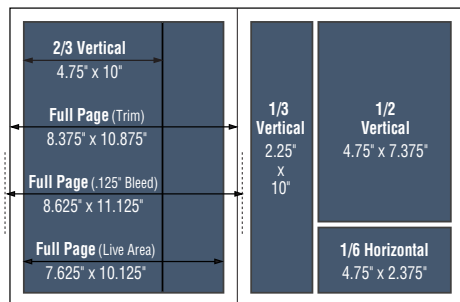
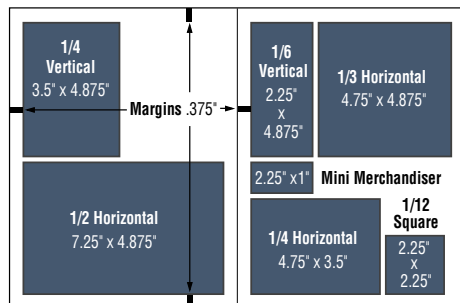
## FURNISHED MATERIALS

- Pre-printed inserts and belly bands will require a non-refundable 50% deposit to hold the advertising space reservation. The deposit is due five business days after the insertion order is written, along with the signed order acknowledgement. If the advertiser does not fulfill all of these requirements to secure the space reservation, the space will be forfeited immediately and offered to the next interested party.

- Inserts of four or more pages are discounted 50% off earned black and white rate plus a binding charge. Contact an advertising sales manager for a binding charge quote for all issues. Quantity and shipping instructions available on request.

## CREDIT APPLICATIONS

- All new advertisers are required to complete and return a credit application. Advertisements for new advertisers will NOT be run until the credit application has been received AND approved by PERFORMANCE RACING INDUSTRY.



## COLORS

**2-Color Process:** Separations must incorporate Black and any one of the following nine basic process colors, to be considered a single "2nd color":

<b>RED</b> 100M.100Y	<b>GREEN</b> 100C.100Y	<b>CYAN</b> 100C
<b>ORANGE</b> 50M.100Y	<b>PURPLE</b> 80C.100M	<b>MAGENTA</b> 100M
<b>GOLD</b> 20M.100Y	<b>BLUE</b> 100C.60M	<b>YELLOW</b> 100Y

Use of any additional screens or process colors other than those listed above constitutes a three- or four-color ad.

## PRINTING SPECIFICATIONS

- Printing:** Web Offset; 4-color process (CMYK).
- Line Screen:** 175-line.
- Trim size:** 8.375" wide x 10.875" high. Keep all live matter .375" from outside trim and gutter.
- Bleed:** Only permitted on full page, spread, and tab pages. Must extend .125" beyond trim size on all sides and include printer's trim marks.
- Spreads:** Account for gutter (inside margin) when running type and art across left- and right-hand pages.
- Please Note:** Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Design assistance is subject to hourly charge.

## AD PREPARATION

**PERFORMANCE RACING INDUSTRY requires that all ad files be submitted as single page, high-resolution PDF, or PDFx1a files.** For multiple ads, send each ad in a separate PDF file.

- Document Set Up:** Do not build ad on default paper size of 8.5 X 11. Set the document page size to match PRI's ad trim size exactly.
- Exported PDF:** Use PDFx1a settings when exporting from page layout program.
- Distilled PDF:** Create postscript file from a page layout program. Use PRI's ad trim size for document paper size, then distill through ADOBE ACROBAT DISTILLER using PDFx1a settings (or you may download PRI's Distiller Job-options at [www.performanceracing.com](http://www.performanceracing.com)).

## PDF PRODUCTION REQUIREMENTS

- Color:** Must be sent in CMYK format. **No RGB files** accepted. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards.

B&W art must be sent in Grayscale or Bitmap format.

Do not use ICC or color profiles.

- Images:** Minimum resolution of 300 dpi (color or grayscale files) and 1200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 dpi). **Never resample up** images, rather scan at high resolution to start. Files must be uncompressed.

- Fonts:** Embed all fonts in PDF file.

- PROOFS:** Because color views differently from one computer monitor to another, it is highly recommended that a CMYK/SWOP certified color proof accompany the ad file. PRI will assume supplied materials are in compliance with current SWOP specifications.

PRI does not accept responsibility for reproduction or color matching without a SWOP certified color proof. Printer will match color on press as closely to provided proof as Web Offset printing allows.

## AD SUBMISSION

- Upload ads directly from your web browser!
- Go to our website at [www.performanceracing.com](http://www.performanceracing.com). Navigate to the Magazine section and then to the Ad Upload Center.
- Once your ad has been successfully uploaded, you will be sent an email confirming delivery.
- For your protection, we will preflight your ad in preparation for printing. If there are any errors, you will be sent an email and given the opportunity to correct them.
- Your PRI ad files will be stored for two years at no charge. Two years from the date of your original ad submission your ad file will be removed from our archives. If you require other storage arrangements please contact the production manager.

**Performance  
Racing Industry**