

# 2012 Ad Rate Card 14 - 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 2012 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
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## 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

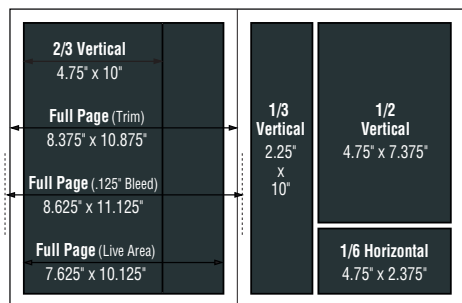
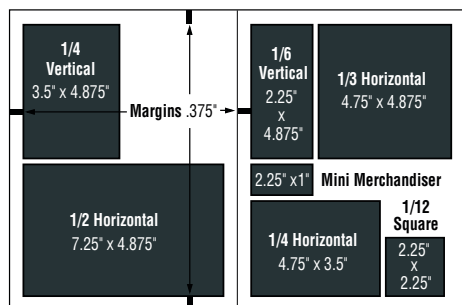
- For all special position requests, add 15% to earned rate, then add normal color charges, if any. Special position requests are only available for 18-time, 12-time and 6-time contracted advertisers. Available positions: consecutive pages, right-hand page, two-page spread, and full-page far forward.
- 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**

# 2012 Advertising Reservation Calendar

ISSUE	EDITORIAL FOCUS	SIZE / COLOR / NOTES	DEADLINES
<b>JANUARY</b>	<b>DRAG RACING MARKET</b> • Diesel Drag Racing • Drag Racing Cylinder Heads • Annual Retailer Survey Results • 2012 Race Market Preview • Data Acquisition & Video Logging Equipment • Camshafts • Chassis Setup Equipment— Scales, Shock Dynos, Etc. • Oval Track Transmissions & Clutches		Ad Space Closing: <b>NOVEMBER 22</b> Artwork Due: <b>NOVEMBER 28</b>
<b>FEBRUARY</b>	<b>DIRT LATE MODEL MARKET</b> • PRI Trade Show Wrap-Up • Trailers & Tow Vehicles • Graphics & Wraps • Valves, Valve Seats & Guides • Oval Track Rarends, Gears & Driveshafts • Engine & Chassis Dynos • Driver Safety Equipment • Ignition Systems		Ad Space Closing: <b>DECEMBER 21</b> Artwork Due: <b>DECEMBER 23</b>
<b>MARCH</b>	<b>ROAD RACING MARKET</b> • CAD/CAM • Rapid Prototyping • Turbos & Intercoolers • Batteries, Alternators & Starters • Drag Race Driveline – Part I: Clutches & Torque Converters • What It Takes To Succeed: Retailing Racing Products • Plumbing • Connecting Rods		Ad Space Closing: <b>JANUARY 25</b> Artwork Due: <b>JANUARY 27</b>
<b>APRIL</b>	<b>MUSTANG DRAG MARKET</b> • Tow Vehicle Performance • Fasteners • Cylinder Head Prep Equipment • Oil Pumps • Gaskets, Seals & Sealants • Heat Suppression & Fire Protection Products • Pistons		Ad Space Closing: <b>FEBRUARY 23</b> Artwork Due: <b>FEBRUARY 27</b>
<b>MAY</b>	<b>OPEN WHEEL MARKET</b> • Engine Management Systems & Performance Chips • Valve Springs & Rocker Arms • Road Racing Chassis Components—Suspension to Driveline • Air Filters & Air Intake Systems • Drag Racing Driveline – Part II: Transmissions & Bellhousings • Lubricants • Oval Track Cylinder Heads		Ad Space Closing: <b>MARCH 23</b> Artwork Due: <b>MARCH 27</b>
<b>JUNE</b>	<b>TRACTOR PULLING</b> • Vehicle Safety Equipment—Harnesses, Fuel Cells, Seats & More • Crankshafts • Crankshaft Balancers & Prep Equipment • Oval Track Suspension Products • Parts Cleaning Equipment & Media • Fuel Pumps & Filters • Sensors • Steering System Components • Top Drawer of the Tool Box		Ad Space Closing: <b>APRIL 26</b> Artwork Due: <b>APRIL 30</b>
<b>JULY</b>	<b>SPORT COMPACT MARKET—DRAGS, DRIFTING, TIME ATTACK</b> • EFI • Pushrods & Lifters • Exhaust Products, Part I – Headers • Crew Gear • Pulleys, Gear Drives & Timing Chains • Trailer Accessories—Tie-Downs, Winches, Cabinets, Shelving, Etc. • Coatings		Ad Space Closing: <b>MAY 24</b> Artwork Due: <b>MAY 29</b>
<b>AUGUST</b>	<b>MACHINING EQUIPMENT</b> • Run Whatcha Brung—Series & Venues Most Open To Innovation • Intake Manifolds • Engine Blocks, Sleeves, Main Caps & Bearings • Radiators, Water Pumps, Fans & Related Parts • What It Takes To Succeed: Race Engine Business • Brakes • Drag Suspension		Ad Space Closing: <b>JUNE 22</b> Artwork Due: <b>JUNE 26</b>
<b>SEPTEMBER</b>	<b>MUSCLE CAR MARKET</b> • Exhaust Products, Part II — Mufflers, Collectors, Bends & Crossovers • Oil Pans, Tanks & Coolers • Shop Cabinets, Fixtures, Flooring & Pit Carts • Sourcing Metals • Metal Treatment • Pit Equipment—Utility Jugs, Jacks, Impact Wrenches, Canopies & More • Rod Ends, A-Arms, Radius Rods • Nitrous Oxide		Ad Space Closing: <b>JULY 26</b> Artwork Due: <b>JULY 30</b>
••••• SPECIAL ISSUES •••••			
<b>OCTOBER</b> PRI Trade Show Preview Issue	<b>OFF-ROAD MARKET—DESERT &amp; CLOSED COURSE MARKETS</b> • PRI Trade Show Preview • Carburetors & Mechanical Fuel Injection • Fabricating Equipment –Tubing Notchers, Laser Cutters & More • Wiring & Wiring Kits • Superchargers • Youth Market • Valve Covers • Composites		Ad Space Closing: <b>AUGUST 24</b> Artwork Due: <b>AUGUST 28</b>
<b>NOVEMBER</b> PRI Trade Show Issue	<b>THE BIG ONE! 2012 OFFICIAL SHOW ISSUE</b> • Guide to Exhibits • Sneak Product Preview • Event Schedule • Kart Market • How To Improve Retail Selling Skills • Social Media For Your Racing Business • What It Takes To Succeed: Race Track Operations • International Drag Racing—Sweden, Dubai, Australia & More • State Of The Racing Market Report • Regional Market Profile • Race Tires & Wheels • Energy Efficiency In Motorsports	<b>BONUS CIRCULATION!</b> PRI Trade Show	Ad Space Closing: <b>SEPTEMBER 25</b> Artwork Due: <b>SEPTEMBER 27</b>
<b>DECEMBER</b> 27th Annual Buyers Guide Issue	<b>2013 BUYERS GUIDE</b> • “Yellow Pages of the Racing Industry” • Contact Information for 2100 Industry Suppliers • Thousands of Racing Products • Over 300 pages • Tab Pages • Advertisers Earn Free Bold-Face Listings & Mini-Merchandisers • Manufacturers Reps Directory • Guide To Race Sanctioning Organizations • 2013 New Product Preview	<b>BONUS CIRCULATION!</b> At Industry Trade Shows Throughout 2013!	Ad Space Closing: <b>OCTOBER 26</b> Artwork Due: <b>OCTOBER 30</b>