



DRAG RACING - STOCK CARS - ROAD RACING - MODIFIEDS - OPEN WHEEL - DIRT LATE MODELS - DIESEL MOTORSPORTS - VINTAGE RACING - OFF-ROAD - EV RACING

2021 CONTENT CALENDAR

IN EACH ISSUE

OP-EDS

From the President
From the Editor
Race Team Column

PHOTO SPREAD

Lead Position

COLUMNS

Ask the Experts
Problem Solvers
Technical Education
Stop Doing That...Do This Instead
Editors' Choice: Parts, Tools & Equipment
Make The Case

Q&As

New Hires
Industry Insights

SPECIAL REPORT

What's Trending In Motorsports

DEPARTMENTS

Industry News
Advocacy Corner
Race Shop
Catalogs
Social Status

JANUARY

Feature 1 - Drag Racing
Feature 2 - Camshafts **PRODUCT FOCUS**
Feature 3 - Carburetors
Feature 4 - Data Acquisition & Sensors

AD CLOSE 11/17
ARTWORK DUE 11/23

MAY

Feature 1 - Open Wheel
Feature 2 - Valvetrain
Feature 3 - Driver & Vehicle Safety
PRODUCT FOCUS
Feature 4 - Drivelines

AD CLOSE 3/17
ARTWORK DUE 3/23

SEPTEMBER

Feature 1 - Off-Road **PRODUCT FOCUS**
Feature 2 - Trailers
Feature 3 - Intake Manifolds
Feature 4 - Chassis Construction & Welding

AD CLOSE 7/14
ARTWORK DUE 7/20

FEBRUARY

Feature 1 - Stock Cars
Feature 2 - Suspension **PRODUCT FOCUS**
Feature 3 - CAD/CAM
Feature 4 - Power Adders

AD CLOSE 12/16
ARTWORK DUE 12/22

JUNE

Feature 1 - Dirt Late Models
Feature 2 - Engine Blocks
Feature 3 - Cooling Components
PRODUCT FOCUS
Feature 4 - Fuel Systems

AD CLOSE 4/14
ARTWORK DUE 4/20

OCTOBER

Feature 1 - EV Racing
Feature 2 - Exhaust Systems
Feature 3 - Crankshafts **PRODUCT FOCUS**
Feature 4 - Coatings

AD CLOSE 8/18
ARTWORK DUE 8/24

MARCH

Feature 1 - Road Racing
Feature 2 - Dynos
Feature 3 - Pistons **PRODUCT FOCUS**
Feature 4 - Tooling, Cutters & Abrasives

AD CLOSE 1/20
ARTWORK DUE 1/26

JULY

Feature 1 - Diesel Motorsports **PRODUCT FOCUS**
Feature 2 - Gaskets
Feature 3 - Connecting Rods
Feature 4 - Chassis Setup Equipment

AD CLOSE 5/12
ARTWORK DUE 5/18

NOVEMBER

Special Report: PRI Trade Show Guide
Exhibitor Listing
Featured Products Showcase
Featured Vehicle Snapshot
Event Schedule
PRI Education Preview
Indianapolis City Guide
Feature 1 - Engine Technology
Feature 2 - Race Tracks & Sanctions
Feature 3 - Youth Market
Feature 4 - International Report

AD CLOSE 9/15
ARTWORK DUE 9/21

APRIL

Feature 1 - Modifieds
Feature 2 - Cylinder Head Development
Feature 3 - EFI
Feature 4 - Fluids, Oils & Lubricants
PRODUCT FOCUS

AD CLOSE 2/17
ARTWORK DUE 2/23

AUGUST

Feature 1 - Vintage Racing
Feature 2 - Shop Machinery
Feature 3 - Top Drawer & Tool Boxes
Feature 4 - Oil Systems **PRODUCT FOCUS**

AD CLOSE 6/16
ARTWORK DUE 6/22

DECEMBER

2022 Buyers Guide

AD CLOSE 10/13
ARTWORK DUE 10/19



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2021 ADVERTISING RATE CARD



ADVERTISING RATES

- All ad rates include 4-color.
- Advertising rates are effective January 2021 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 12-time, 6-time, 3-time and 1-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.

	1-TIME	3-TIME	6-TIME	12-TIME
FULL PAGE.....	\$4,080	\$3,835	\$3,570	\$3,325
2/3 PAGE.....	\$3,185	\$2,925	\$2,780	\$2,420
1/2 PAGE.....	\$2,620	\$2,465	\$2,285	\$2,035
1/3 PAGE.....	\$2,025	\$1,905	\$1,735	\$1,520
1/4 PAGE.....	\$1,345	\$1,265	\$1,170	\$965
1/6 PAGE.....	\$1,125	\$1,060	\$970	\$855
1/12 PAGE.....	\$350	\$330	\$295	\$235

COVER RATES

- Noncancelable 30 days prior to closing date.
- Cover rates include 4-color

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

BUYERS GUIDE TAB PAGE RATES

TAB PAGE.....	\$5,250 gross
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CLASSIFIEDS RATES

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

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

AGENCY DISCOUNTS

- 15% discount to recognized agencies. All orders accepted subject to publisher's credit requirements. Production charges are not subject to agency commission.

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 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.





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2021 DIGITAL AD SPECIFICATIONS

SIZE SPECIFICATIONS

AD SIZES

Width Height

SPREAD

(trim size) 16.75" 10.875"
(with .125" bleed) 17.0" 11.125"

FULL PAGE

(trim size) 8.375" 10.875"
(live image area) 7.625" 10.125"
(with .125" bleed) 8.625" 11.125"

2/3 VERTICAL 4.75" 10.0"

1/2 HORIZONTAL 7.25" 4.875"

1/2 VERTICAL 4.75" 7.375"

1/3 HORIZONTAL 4.75" 4.875"

1/3 VERTICAL 2.25" 10.0"

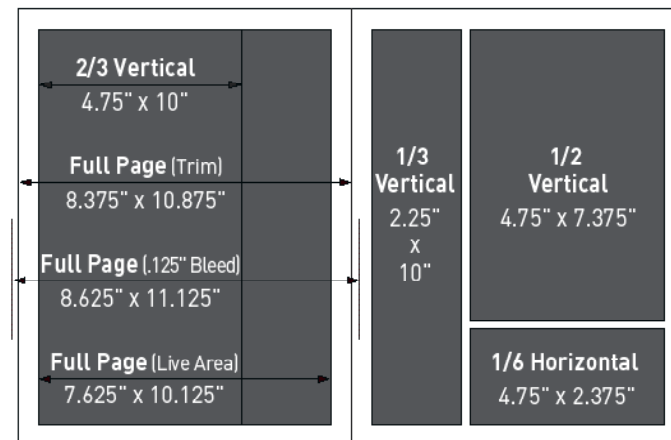
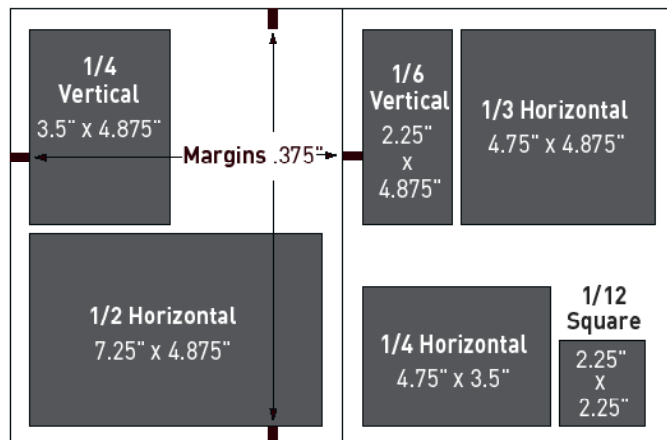
1/4 HORIZONTAL 4.75" 3.50"

1/4 VERTICAL 3.50" 4.875"

1/6 HORIZONTAL 4.75" 2.375"

1/6 VERTICAL 2.25" 4.875"

1/12 SQUARE 2.25" 2.25"



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.
- **Export PDF:** Use PDFx1a settings.

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 GRACoL/SWOP standards. B&W art must be sent in Grayscale or Bitmap format.

- **Images:** Minimum resolution of 300 ppi (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 ppi). Never resample up images, rather scan at high resolution to start. If using image compression, use only maximum quality or lossless compression.
- **Fonts:** Embed all fonts in PDF file.
- **PROOFS:** It is highly recommended that a GRACoL/SWOP certified color profile be applied to the ad. PRI will assume supplied materials are in compliance with current industry specifications.

PRI does not accept responsibility for reproduction or color matching if not using an approved color profile. Printer will match color on press as closely to color profile as Web Offset printing allows.

AD SUBMISSION

- Email your ad to production@performanceracing.com
- 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.

