

2008 Season Program & Rule Book, Rates and Mechanical Specifications



Ad Sales: 303-666-6061 or 303-254-9997 * sales@racepubco.com
 Racing Publications Company 1923 E. 144th Drive, Thornton, CO 80602-7397

Season Program Display Rates (~5000 copies) (No B/W Bleeds Available)

| | | | |
|----------------------------|--------|-------------------|-------|
| Back Cover 4/C | \$1495 | Full Page B/W | \$795 |
| Inside Front Cover 4/C | \$1395 | 2/3 Page B/W | \$695 |
| Page 3 4/C | \$1395 | 1/2 Page B/W | \$495 |
| Inside Back Cover 4/C | \$1195 | 1/3 Page B/W | \$395 |
| Center Two-Page Spread 4/C | \$1795 | 1/4 Page B/W | \$295 |
| | | 1/6 Page B/W | \$195 |
| | | Business Card B/W | \$95 |
| Full Page 4/C | \$995 | | |
| 1/2 Page 4/C | \$695 | Dealer Tag Ad | \$140 |
| 1/4 Page 4/C | \$395 | | |
| Business Card 4/C | \$150 | | |

Rule Book Display Rates (~400 copies)

| | | | |
|------------------------|-------|----------------------|-------|
| Back Cover 4/C | \$250 | Center Two-Pages B/W | \$200 |
| Inside Front Cover 4/C | \$200 | Full Page B/W | \$100 |
| Inside Back Cover 4/C | \$200 | 1/2 Page B/W | \$70 |
| | | Business Card B/W | \$40 |

Optional

Program Spot Color available for an additional fee - must be standard color.

Deadlines

Space Reservations: January 1st, 2008
 Ad materials due: January 14th, 2008

Payment

10% discount if payment is made with the contract.
 All payments are due no later than February 1st, 2008

Mechanical

We utilize a 100% digital workflow. Ads must be submitted on CD or via email. Paper, Velox, or film adds are not accepted. Ads must match sizes shown above. Color ads must be created using CMYK colors. Do not use RGB. Scans should be 300dpi when placed at 100%. Color scans must be CMYK.

Acceptable file formats:

- TIFF & EPS:** Should be 300 dpi. 1200 dpi for B/W line art. Include a proof
- PDF files:** Created using "Acrobat Distiller" PRESS settings. PDFs generated without Distiller cause pre-press problems and will be rasterized to correct problems (not a good thing). If you are unsure of your PDF job settings please call.
- Illustrator files:** Please outline all fonts and save as an Illustrator EPS file. Include a proof
- Photoshop Files:** Please expand all fonts. 300 dpi at 100% for CMYK or Grayscale files, or 1200 dpi at 100% for Bitmap art work. Include a proof

Program Sizes

| | |
|---|---|
| Full page non-bleed 7 ³ / ₄ x 10 | Full page bleed 9 x 11 ¹ / ₂ |
| | Overall Trim 8 ¹ / ₂ x 11 |

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|--|
| Two page spread with bleeds 17 ¹ / ₂ x 11 ¹ / ₂ |
| Overall Trim 17 x 11 |

| | | |
|--|--|--|
| 2/3 page vert. 4 ³ / ₄ x 10 | 1/3 page vert. 2 ³ / ₄ x 10 | 1/3 page horiz. 7 ³ / ₄ x 3 ¹ / ₈ |
| | | 2/3 page horiz. 7 ³ / ₄ x 6 ¹ / ₂ |

| | | | |
|--|---|---|---|
| 1/2 page vert. 3 ³ / ₄ x 10 | 1/4 pg 3 ³ / ₄ x 4 ⁷ / ₈ | 1/6 pg 4 ³ / ₄ x 2 ³ / ₈ | 1/6 pg 2 ³ / ₄ x 4 ⁷ / ₈ |
| | | Half page horizontal 7 ³ / ₄ x 4 ⁷ / ₈ | |

| | |
|--|--|
| 1/3 page square 4 ⁷ / ₈ x 4 ⁷ / ₈ | 1/2 page island 4 ³ / ₄ x 7 ³ / ₄ |
| Business Card 3 ¹ / ₂ x 2 | |

Rule Book Sizes

| | |
|-----------------------|---|
| One page B/W 5 x 8 | One page 4 color (W/ Bleed) 6 x 9 |
| | Overall Trim 5 ¹ / ₂ x 8 ¹ / ₂ |

| | |
|--|--|
| Half page B/W 5 x 3 ³ / ₄ | Business Card 3 ¹ / ₂ x 2 |
|--|--|

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