

RACER

ILLUSTRATED

2012 RACER X ILLUSTRATED ADVERTISING RATES AND PRODUCTION SCHEDULE

2012 RACER X ILLUSTRATED ADVERTISING RATES

4-Color	1x	3x	6x	12x	50K**	75K**	100K**	125K**	150K**
1 page	\$5,350	\$5,095	\$4,855	\$4,405	\$4,005	\$3,640	\$3,120	\$2,775	\$2,350
2/3 page	\$4,285	\$4,080	\$3,885	\$3,525	\$3,200	\$2,915	\$2,495	\$2,175	\$1,860
1/2 page	\$3,475	\$3,310	\$3,150	\$2,860	\$2,600	\$2,370	\$2,030	\$1,755	\$1,505
1/3 page	\$2,675	\$2,545	\$2,425	\$2,200	\$1,820	\$1,685	\$1,560	\$1,360	\$1,160

Vendor Row (B&W)	1x	3x	6x	12x	50K**	75K**	100K**	125K**	150K**
1/4 page	\$1,000	\$950	\$905	\$780	\$710	\$675	\$675	\$675	\$675
1/6 page	\$680	\$645	\$615	\$555	\$505	\$490	\$490	\$490	\$490
3"	\$455	\$430	\$410	\$370	\$335	\$320	\$320	\$320	\$320
2"	\$305	\$290	\$275	\$250	\$225	\$210	\$210	\$210	\$210
1"	\$155	\$180	\$170	\$150	\$125	\$115	\$115	\$115	\$115

For 2-color Vendor Row add \$75; 4-color Vendor Row add \$150
 **Combined annual dollars spent with Racer X, DMC Programs, and Racer X Online
 Discounts: Agency: 15% discount. Net due. Visa, Mastercard, and AMEX accepted.

2012 RACER X ILLUSTRATED PRODUCTION SCHEDULE

Issue	Space	Material	Sub Ship	Newsstand
January 2012	10/7/2011	10/14/2011	11/8/2011	11/29/2011
February 2012	11/11/2011	11/18/2011	12/13/2011	1/3/2012
March 2012	12/2/2011	12/9/2011	1/11/2012	1/31/2012
April 2012	1/6/2012	1/13/2012	2/14/2012	3/6/2012
May 2012	2/10/2012	2/17/2012	3/13/2012	4/3/2012
June 2012	3/9/2012	3/16/2012	4/10/2012	5/1/2012
July 2012	4/6/2012	4/13/2012	5/8/2012	5/29/2012
August 2012	5/11/2012	5/18/2012	6/13/2012	7/3/2012
September 2012	6/8/2012	6/15/2012	7/11/2012	7/31/2012
October 2012	7/13/2012	7/20/2012	8/14/2012	9/4/2012
November 2012	8/10/2012	8/17/2012	9/12/2012	10/2/2012
December 2012	9/7/2012	9/14/2012	10/9/2012	10/30/2012
January 2013	10/12/2012	10/19/2012	11/13/2012	12/4/2012
February 2013	11/9/2012	11/16/2012	12/11/2012	1/1/2013

ANY QUESTIONS?

SALES:

SCOTT WALLENBERG

208-321-0037

scottw@raceronline.com

PETE MARTINI

949-322-2422

pete@raceronline.com

TIM CRYTSEY (VENDOR ROW)

407-748-4663

tim@raceronline.com

PRODUCTION/DEADLINES:

JULIE KRAMER

304-284-0080

julie@raceronline.com

Racer X Illustrated
 122 Vista Del Rio Drive
 Morgantown, WV 26508

Phone: 304-284-0080

Fax: 877-786-7115

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