



THE "MAGNIFICENT SEVEN" SOUVENIR PROGRAM BUY

Produced by DMC Publications/Racer X Illustrated

	MONSTER ENERGY CUP	ARENACROSS	SUPERCROSS	ATV MOTOCROSS	GNCC	AMA MOTOCROSS	LORETTA LYNN'S
4-Color	MEC '11	AX '11-'12	SX '12	ATVMX '12	GNCC '12	MX '12	LL '12
2-page spread	\$4,000	\$5,060	\$10,745	\$4,000	\$4,260	\$6,770	\$4,000
1 page	\$2,000	\$3,245	\$6,100	\$2,000	\$2,130	\$3,950	\$2,000
2/3 page	\$1,600	\$2,735	\$5,210	\$1,600	\$1,705	\$3,160	\$1,600
1/2 page	\$1,300	\$2,325	\$4,450	\$1,300	\$1,385	\$2,570	\$1,300
1/3 page	\$1,000	\$1,810	\$3,785	\$1,000	\$1,065	\$1,975	\$1,000
1/4 page				\$640	\$700	\$1,500	\$640
2-Color	MEC '11	AX '11-'12	SX '12	ATVMX '12	GNCC '12	MX '12	LL '12
2-page spread	\$3,000	\$4,425	\$9,285	\$3,000	\$3,210	\$5,565	\$3,000
1 page	\$1,500	\$2,670	\$5,145	\$1,500	\$1,605	\$3,275	\$1,500
2/3 page	\$1,200	\$2,230	\$4,265	\$1,200	\$1,285	\$2,620	\$1,200
1/2 page	\$975	\$1,845	\$3,560	\$975	\$1,040	\$2,130	\$975
1/3 page	\$750	\$1,330	\$2,860	\$750	\$850	\$1,640	\$750
1/4 page				\$480	\$600	\$1,200	\$480
B/W	MEC '11	AX '11-'12	SX '12	ATVMX '12	GNCC '12	MX '12	LL '12
2-page spread				\$2,000	\$2,560	\$4,420	\$2,000
1 page				\$1,000	\$1,280	\$2,600	\$1,000
2/3 page				\$600	\$1,025	\$2,080	\$600
1/2 page				\$485	\$835	\$1,690	\$485
1/3 page				\$375	\$640	\$1,200	\$375
1/4 page				\$240	\$500	\$900	\$240
Deadlines	MEC '11	AX '11-'12	SX '12	ATVMX '12	GNCC '12	MX '12	LL '12
Space	9/2/11	10/28/11	11/18/11	1/13/12	1/27/12	4/6/12	7/1/12
Material	9/9/11	11/4/11	11/25/11	1/20/12	2/3/12	4/13/12	7/8/12
On-sale	10/15/11	12/9/11	1/7/12	2/12	3/12	5/12	8/12
Readership	10,000	45,000	100,000	15,000	20,000	50,000	6,000
Bonus tickets	8 per spread, 4 per page		*2 tickets, 2 hard cards per page	8 per spread, 4 per page	8 per spread, 4 per page	8 per spread, 6 per page	

* SX tickets: Spread or larger: 2 season hard-cards + 4 tickets. Full-page: 2 hard-cards + 2 VIP tickets

Discounts	7-book disc 25%	6-book disc 20%	5-book disc 15%	4-book disc 10%	3-book disc 5%	2-book disc 3%	Ad agency discount - 15% 12x advertiser discount - 15%
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