



# THE "MAGNIFICENT SEVEN" SOUVENIR PROGRAM BUY

Produced by DMC Programs/Racer X Illustrated

	GNCC	ATV MOTOCROSS	MOTOCROSS	LORETTA LYNN'S	MONSTER ENERGY CUP	ARENACROSS	SUPERCROSS
<b>4-Color</b>	<b>GNCC '12</b>	<b>ATVMX '12</b>	<b>MX '12</b>	<b>LL '12</b>	<b>MEC '12</b>	<b>AX '12-'13</b>	<b>SX '13</b>
2-page spread	\$4,260	\$4,000	\$6,770	\$4,000	\$4,000	\$5,060	\$10,745
1 page	\$2,130	\$2,000	\$3,950	\$2,000	\$2,000	\$3,245	\$6,100
1/2 page	\$1,385	\$1,300	\$2,570	\$1,300	\$1,300	\$2,325	\$4,450
1/3 page	\$1,065	\$1,000	\$1,975	\$1,000	\$1,000	\$1,810	\$3,785
1/4 page	\$700	\$640	\$1,500	\$640			
<b>2-Color</b>	<b>GNCC '12</b>	<b>ATVMX '12</b>	<b>MX '12</b>	<b>LL '12</b>	<b>MEC '12</b>	<b>AX '12-'13</b>	<b>SX '13</b>
2-page spread	\$3,210	\$3,000	\$5,565	\$3,000	\$3,000	\$4,425	\$9,285
1 page	\$1,605	\$1,500	\$3,275	\$1,500	\$1,500	\$2,670	\$5,145
1/2 page	\$1,040	\$975	\$2,130	\$975	\$975	\$1,845	\$3,560
1/3 page	\$850	\$750	\$1,640	\$750	\$750	\$1,330	\$2,860
1/4 page	\$600	\$480	\$1,200	\$480			
<b>B/W</b>	<b>GNCC '12</b>	<b>ATVMX '12</b>	<b>MX '12</b>	<b>LL '12</b>	<b>MEC '12</b>	<b>AX '12-'13</b>	<b>SX '13</b>
2-page spread	\$2,560	\$2,000	\$4,420	\$2,000			
1 page	\$1,280	\$1,000	\$2,600	\$1,000			
1/2 page	\$835	\$485	\$1,690	\$485			
1/3 page	\$640	\$375	\$1,200	\$375			
1/4 page	\$500	\$240	\$900	\$240			
<b>Deadlines</b>	<b>GNCC '12</b>	<b>ATVMX '12</b>	<b>MX '12</b>	<b>LL '12</b>	<b>MEC '12</b>	<b>AX '12-'13</b>	<b>SX '13</b>
Space	2/8/12	2/21/12	3/30/12	6/29/12	9/21/12	10/26/12	11/16/12
Material	2/10/12	2/24/12	4/6/12	7/6/12	9/28/12	11/2/12	11/23/12
On-sale	3/10/12	3/24/12	5/19/12	7/29/12	10/20/12	12/12	1/5/13
Readership	20,000	15,000	50,000	6,000	10,000	45,000	100,000
Bonus tickets	8 per spread, 4 per page	8 per spread, 4 per page	8 per spread, 6 per page		8 per spread, 4 per page		*2 tickets, 2 hard cards per page

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

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

Reserve space by calling or emailing:

**Scott Wallenberg** 208-321-0037 • scottw@raceronline.com

**Pete Martini** 949-322-2422 • pete@raceronline.com

**Tim Crytser** 407-748-4663 • tim@raceronline.com

For material or deadline questions, please email:

**Julie Kramer** at julie@raceronline.com

For mechanical requirements and to upload your file, please visit:

[www.filterpubs.com/ads](http://www.filterpubs.com/ads)



**Racer X Illustrated**  
**122 Vista Del Rio Drive**  
**Morgantown, WV 26508**  
**Phone: 304-284-0080**  
**Fax: 304-284-0081**  
**www.raceronline.com**