

**ROAD  
RACER**

# 2010

**RATES AND PRODUCTION SCHEDULE****Road Racer X Advertising Rates**

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>25K*</b>	<b>50K*</b>	<b>75K*</b>	<b>100K*</b>	<b>125K*</b>	<b>150K*</b>
Cover 4	\$4,740	\$4,515	\$4,300	\$3,900	\$3,705	\$3,510	\$3,120	\$2,925	\$2,775
Cover 2 spd	\$9,725	\$9,260	\$8,820	\$8,000	\$7,600	\$7,200	\$6,800	\$6,400	\$6,080
Cover 3 spd	\$8,510	\$8,105	\$7,720	\$7,000	\$6,650	\$6,300	\$5,950	\$5,600	\$5,320
Opp. Edit**	\$4,370	\$4,160	\$3,960	\$3,590	\$3,410	\$3,230	\$3,050	\$2,875	\$2,730

\*\*Opposite TOC, main editorial column or specified position

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>25K*</b>	<b>50K*</b>	<b>75K*</b>	<b>100K*</b>	<b>125K*</b>	<b>150K*</b>
1 page	\$3,795	\$3,615	\$3,440	\$3,120	\$2,945	\$2,800	\$2,500	\$2,210	\$1,985
2/3 page	\$2,995	\$2,885	\$2,750	\$2,495	\$2,355	\$2,240	\$2,000	\$1,770	\$1,640
1/2 page	\$2,465	\$2,345	\$2,235	\$2,030	\$1,915	\$1,820	\$1,625	\$1,435	\$1,330
1/3 page	\$1,815	\$1,725	\$1,640	\$1,500	\$1,475	\$1,400	\$1,250	\$1,105	\$1,050

<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>25K*</b>	<b>50K*</b>	<b>75K*</b>	<b>100K*</b>	<b>125K*</b>	<b>150K*</b>
1 page	\$2,855	\$2,720	\$2,590	\$2,350	\$2,220	\$2,100	\$1,875	\$1,655	\$1,575
2/3 page	\$2,290	\$2,180	\$2,075	\$1,880	\$1,775	\$1,680	\$1,500	\$1,325	\$1,255
1/2 page	\$1,855	\$1,765	\$1,680	\$1,525	\$1,440	\$1,365	\$1,220	\$1,075	\$1,020
1/3 page	\$1,515	\$1,445	\$1,375	\$1,245	\$1,180	\$1,050	\$940	\$830	\$790

<b>B/W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>25K*</b>	<b>50K*</b>	<b>75K*</b>	<b>100K*</b>	<b>125K*</b>	<b>150K*</b>
1 page	\$2,285	\$2,175	\$2,070	\$1,875	\$1,770	\$1,625	\$1,500	\$1,325	\$1,255
2/3 page	\$1,850	\$1,735	\$1,655	\$1,500	\$1,415	\$1,300	\$1,200	\$1,060	\$1,005
1/2 page	\$1,500	\$1,415	\$1,345	\$1,220	\$1,155	\$1,055	\$975	\$860	\$815
1/3 page	\$1,135	\$1,080	\$1,030	\$935	\$885	\$815	\$750	\$665	\$630

<b>Vendor Row</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>25K*</b>	<b>50K*</b>	<b>75K*</b>	<b>100K*</b>	<b>125K*</b>	<b>150K*</b>
1/4 page	\$1,025	\$675	\$640	\$580	\$550	\$525	\$500	\$475	\$475
1/6 page	\$515	\$490	\$465	\$420	\$395	\$375	\$360	\$300	\$300
3"	\$405	\$385	\$365	\$335	\$325	\$315	\$305	\$290	\$290
2"	\$275	\$260	\$245	\$225	\$215	\$210	\$200	\$190	\$190
1"	\$145	\$140	\$135	\$125	\$120	\$115	\$110	\$105	\$105

For 2-color Vendor Row add \$75; 4-color Vendor Row add \$150. \*Combined annual dollars spent with Racer X and DMC programs.

**Road Racer X 2010 Production Schedule**

<b>Issue</b>	<b>Space</b>	<b>Material</b>	<b>Sub Ship</b>	<b>Newsstand</b>
Jan/Feb	10/30/09	11/6/09	12/2/09	12/22/09
Mar/Apr	12/30/09	1/8/10	2/2/10	2/23/10
May/June	2/26/10	3/5/10	3/30/10	4/20/10
July/Aug	5/14/10	5/21/10	6/15/10	7/6/10
Sept/Oct	7/16/10	7/23/10	8/17/10	9/7/10
Nov/Dec	8/27/10	9/3/10	9/28/10	10/19/10

**Road Racer X 2011 Production Schedule**

<b>Issue</b>	<b>Space</b>	<b>Material</b>	<b>Sub Ship</b>	<b>Newsstand</b>
Jan/Feb	10/22/10	10/29/10	11/30/10	12/21/10

**Discounts:** Agency: 15% discount. Net due. Visa, Mastercard, AMEX, and Discover accepted.**Road Racer X, 122 Vista Del Rio Drive, Morgantown, WV 26508****Phone: 304-284-0080 • Fax: 304-284-0081****www.roadracerx.com • www.roadracerxdigital.com****ANY QUESTIONS?****SALES:****SCOTT WALLENBERG****208-321-0037**

SCOTTW@RACERXONLINE.COM

**PETE MARTINI****949-322-2422**

PETE@RACERXONLINE.COM

**TIM CRYTSER (VENDOR ROW)****407-748-4663**

TIM@RACERXONLINE.COM




**PRODUCTION/DEADLINES:****JULIE KRAMER****304-284-0080**

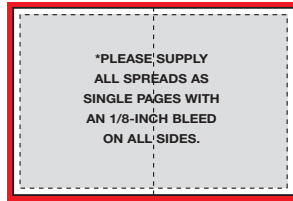
JULIE@RACERXONLINE.COM



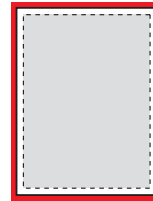
# 2010 MECHANICAL REQUIREMENTS FILTER PUBLICATIONS



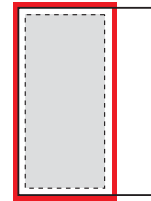
-  = **LIVE AREA**  
(Keep all vital info inside this area)
-  = **TRIM AREA**  
(Actual page size)
-  = **BLEED AREA**  
(Info in this area will be cut off)



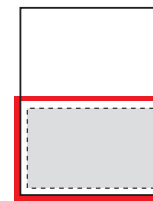
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TRIM: 15.75 X 10.5  
BLEED: 16 X 10.75



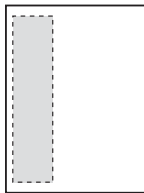
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TRIM: 7.875 X 10.5  
BLEED: 8.125 X 10.75



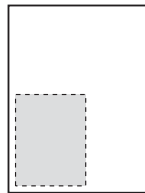
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LIVE: 4.5 X 10  
TRIM: 5 X 10.5  
BLEED: 5.25 X 10.75



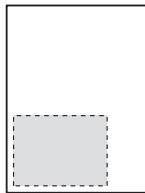
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LIVE: 7.375 X 4.75  
TRIM: 7.875 X 5.135  
BLEED: 8.125 X 5.4



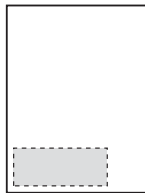
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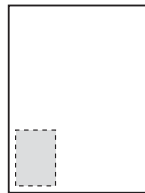
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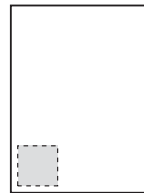
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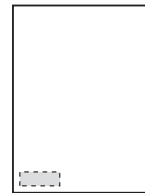
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**3 INCH**  
NO BLEED  
2.125 X 3



**2 INCH**  
NO BLEED  
2.125 X 2



**1 INCH**  
NO BLEED  
2.125 X 1

## FILE FORMATS

### PREFERRED FILE FORMAT:

Current file formats supported by Filter Publications are:

- PDF X-1A
- Images for 4/C ads must be submitted as final, high-resolution, 300 DPI, CMYK files. No RGB or JPEG images.
- Use only PostScript fonts. No True Type fonts or font substitutions.
- The total density should not exceed SWOP, which is 300%.
- All required trapping must be included in the file.
- Standard trim and bleed marks in all separations.
- 4/C Line screen: 133 Density: 280%
- B/W Line screen: 120 Density: 160%
- 2/C Line screen: 120 Density: 160% Second color: Not to exceed 85%
- Application or Native files will be charged \$150 per page for processing.

### SHIPPING INSTRUCTIONS:

Files can be uploaded to our website: [www.filterpubs.com/ads](http://www.filterpubs.com/ads)

Please click on the appropriate publication and select the issue from the drop-down menu.

Proofs should be sent to:

**Filter Publications**  
Attn. Julie Kramer  
122 Vista Del Rio Drive  
Morgantown, WV 26508

For more information regarding file formats,  
please e-mail Julie Kramer:

**Julie@raceronline.com**

For material and deadline questions:

e-mail: **Julie@raceronline.com**

phone: **304-284-0080**

### CONTRACT REGULATIONS:

Rates are subject to change upon notice from the Publisher. Publisher guarantees that signed orders and contracts will be honored at contract rate in the next issue following the announcement of a rate increase. Advertising in issues subsequent to such an increase will then be billed at prevailing rates. At the time a rate change becomes necessary, advertiser may cancel as of the effective increase date without short rate.

If an order and/or new material is not received by the closing date for a contracted insertion—and in absence of written instructions to the contrary— Publisher will repeat the last advertisement run. He may at his discretion, however, omit the ad or run substitute copy. The buyer is nevertheless responsible for payment in full for the scheduled insertion.

Advertiser assumes full responsibility for the content of all ads/materials, and agrees to indemnify, defend and hold Publisher harmless of, from and against any and all actions, causes of actions, claims, demands, damages and injuries ("claims") on account of, arising from, or in any way growing out of, the publication of said ad/materials by Publisher. In the event of such claim, Publisher shall have full rights of recourse against Advertiser for all fees, costs, expenses and payments to discharge said claim.

Advertiser agrees to pay all reasonable attorneys' fees necessary to enforce this agreement. This agreement shall be unlimited as to amount or duration. This agreement shall be binding upon and inure to the benefit of the parties, their successors and assigns.

### COPY REGULATIONS:

The Publisher reserves the right to accept or reject all advertising copy which at his discretion is deemed objectionable, obscene, profane, pornographic or detrimental to the industry whether or not the ad had previously been accepted and/or published. Publisher is not responsible for any production charges incurred with the changing of an ad to meet our standards. If you have any doubts about your ad copy being accepted, please contact your advertising representative as soon as possible.

### GENERAL PROVISIONS:

Key numbers are not guaranteed. No rebate allowed for errors due to the insertion of wrong key numbers or codes. The Publisher reserves the right to void any contract if the first insertion is not used within three months. All material not called for after one year will be destroyed.

**FILTER PUBLICATIONS: 122 VISTA DEL RIO DRIVE, MORGANTOWN, WV 26508 304-284-0080 FAX: 304-284-0081**

**FOR ADVERTISING INFORMATION CONTACT SCOTT WALLENBERG AT 208-321-0037 OR PETE MARTINI AT 949-322-2422.  
FOR PRODUCTION QUESTIONS CONTACT JULIE KRAMER AT 304-284-0080.**