


THE "SIX-PACK" SOUVENIR PROGRAM BUY

Produced by Racer X Illustrated/DMC Publications

	Arenacross	Freestyle	Supercross	AMA Motocross	Loretta Lynn's	U.S. Open						
4/Color	AX '10	FMX '10	SX '10	MX '10	LL '10	U.S. Open '10	Total	Six-Pack 20%	Net	Agency 15%	Net Total	12x RXI disc.15%***
2-page spread	\$5,060	\$4,600	\$10,745	\$6,770	\$3,995	\$3,995	\$35,165	\$7,033	\$28,132	\$4,220	\$23,912	\$20,325
1 page	\$3,245	\$2,950	\$6,100	\$3,950	\$2,000	\$2,000	\$20,245	\$4,049	\$16,196	\$2,429	\$13,766	\$11,701
2/3 page	\$2,735	\$2,485	\$5,210	\$3,160	\$1,455	n/a	\$15,045	\$3,009	\$12,036	\$1,805	\$10,231	\$8,696
1/2 page	\$2,325	\$2,115	\$4,450	\$2,570	\$1,190	n/a	\$12,650	\$2,530	\$10,120	\$1,518	\$8,602	\$7,311
1/3 page	\$1,810	\$1,645	\$3,785	\$1,975	\$910	n/a	\$10,124	\$2,025	\$8,099	\$1,215	\$6,884	\$5,852

2/Color	AX '10	FMX '10	SX '10	MX '10	LL '10	U.S. Open '10	Total	Six-Pack 20%	Net	Agency 15%	Net Total	12x RXI disc.15%***
2-page spread	\$4,425	\$4,020	\$9,285	\$5,565	\$1,815	\$1,815	\$26,925	\$5,385	\$21,540	\$3,231	\$18,309	\$15,563
1 page	\$2,670	\$2,425	\$5,145	\$3,275	\$970	\$970	\$15,455	\$3,091	\$12,364	\$1,855	\$10,509	\$8,933
2/3 page	\$2,230	\$2,025	\$4,265	\$2,620	\$790	n/a	\$11,930	\$2,386	\$9,544	\$1,432	\$8,112	\$6,896
1/2 page	\$1,845	\$1,675	\$3,560	\$2,128	\$760	n/a	\$9,968	\$1,994	\$7,974	\$1,196	\$6,778	\$5,762
1/3 page	\$1,330	\$1,210	\$2,860	\$1,640	\$725	n/a	\$7,765	\$1,553	\$6,212	\$932	\$5,280	\$4,488

B/W	AX '10	FMX '10	SX '10	MX '10	LL '10	U.S. Open '10	Total	Six-Pack 20%	Net	Agency 15%	Net Total	12x RXI disc.15%***
2-page spread	\$4,045	\$3,675	\$6,275	\$4,420	\$1,090	\$1,090	\$20,595	\$4,119	\$16,476	\$2,471	\$14,005	\$11,904
1 page	\$2,290	\$2,080	\$4,390	\$2,600	\$545	\$545	\$12,450	\$2,490	\$9,960	\$1,494	\$8,466	\$7,196
2/3 page	\$1,850	\$1,680	\$3,498	\$2,080	\$395	n/a	\$9,503	\$1,901	\$7,602	\$1,140	\$6,462	\$5,493
1/2 page	\$1,270	\$1,155	\$2,794	\$1,690	\$305	n/a	\$7,214	\$1,443	\$5,771	\$866	\$4,906	\$4,170

Deadlines	AX '10	FMX '10	SX '10	MX '10	LL '10	U.S. Open '10	Discounts	***Must be a monthly Racer X advertiser to get this discount				
Space	10/16/09	10/23/09	11/20/09	4/9/10	6/25/10	9/3/10	6-pack disc 20%	 <p>Racer X Illustrated 122 Vista Del Rio Drive Morgantown, WV 26508 Phone: 304-284-0080 Fax: 304-284-0081 www.raceronline.com</p>				
Material	10/23/09	10/30/09	11/27/09	4/16/10	7/2/10	9/10/10	5-book disc 15%					
On-sale	1/10	1/10	1/10	5/10	8/10	10/10	4-book disc 10%					
Distribution	45,000	45,000	100,000	50,000	6,000	6,000	3-book disc 5%					
Bonus tickets			*2 tickets, 2 hard cards per page	8 per spd 6 per page		2 per page	2-book disc 3%					

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