



# THE "SIX-PACK" SOUVENIR PROGRAM BUY

Produced by Racer X Illustrated/DMC Publications

	<b>Arenacross</b>	<b>Supercross</b>	<b>AMA Motocross</b>	<b>Loretta Lynn's</b>	<b>MXoN</b>	<b>U.S. Open</b>
<b>4/Color</b>	<b>AX '10</b>	<b>SX '10</b>	<b>MX '10</b>	<b>LL '10</b>	<b>MXoN '10</b>	<b>U.S. Open '10</b>
2-page spread	\$5,060	\$10,745	\$6,770	\$3,995	\$3,995	\$3,995
1 page	\$3,245	\$6,100	\$3,950	\$2,000	\$2,000	\$2,000
2/3 page	\$2,735	\$5,210	\$3,160	\$1,455	\$1,455	\$1,455
1/2 page	\$2,325	\$4,450	\$2,570	\$1,190	\$1,190	\$1,190
1/3 page	\$1,810	\$3,785	\$1,975	\$910	\$910	\$910

<b>2/Color</b>	<b>AX '10</b>	<b>SX '10</b>	<b>MX '10</b>	<b>LL '10</b>	<b>MXoN '10</b>	<b>U.S. Open '10</b>
2-page spread	\$4,425	\$9,285	\$5,565	\$1,815	\$1,815	\$1,815
1 page	\$2,670	\$5,145	\$3,275	\$970	\$970	\$970
2/3 page	\$2,230	\$4,265	\$2,620	\$790	\$790	\$790
1/2 page	\$1,845	\$3,560	\$2,128	\$760	\$760	\$760
1/3 page	\$1,330	\$2,860	\$1,640	\$725	\$725	\$725

<b>B/W</b>	<b>AX '10</b>	<b>SX '10</b>	<b>MX '10</b>	<b>LL '10</b>	<b>MXoN '10</b>	<b>U.S. Open '10</b>
2-page spread	\$4,045	\$6,275	\$4,420	\$1,090	\$1,090	\$1,090
1 page	\$2,290	\$4,390	\$2,600	\$545	\$545	\$545
2/3 page	\$1,850	\$3,498	\$2,080	\$395	\$395	\$395
1/2 page	\$1,270	\$2,794	\$1,690	\$305	\$305	\$305

<b>Deadlines</b>	<b>AX '10</b>	<b>SX '10</b>	<b>MX '10</b>	<b>LL '10</b>	<b>MXoN '10</b>	<b>U.S. Open '10</b>
Space	10/16/09	11/20/09	4/9/10	6/25/10	8/20/10	9/3/10
Material	10/23/09	11/27/09	4/16/10	7/2/10	8/27/10	9/10/10
On-sale	1/10	1/10	5/10	8/10	9/25/10	10/10
Circulation	45,000	100,000	50,000	6,000	6,000	6,000
Bonus tickets		*2 tickets, 2 hard cards per page	8 per spd 6 per page		4 per page	2 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>6-pack 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>	<b>Ad agency discount - 15% 12x advertiser discount - 15%</b>
------------------	------------------------	------------------------	------------------------	-----------------------	-----------------------	---

Reserve space by calling:  
**Scott Wallenberg** 208-321-0037  
 or  
**Pete Martini** 949-322-2422.

For material or deadline questions,  
 please email **Julie Kramer** at [julie@raceronline.com](mailto:julie@raceronline.com).



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