

RATES-Non Souvenir Issues

BLACK	Open Rate	Rateholder
Full Page	\$3,678	\$2,942
2/3-page	\$2,753	\$2,202
Insta-page	\$2,431	\$1,945
1/2-page	\$2,208	\$1,766
1/3-page	\$1,574	\$1,259
1/4-page	\$1,231	\$985
1/6-page	\$938	\$750
Facing Pages	\$8,313	\$6,650

2-COLOR	Open Rate	Rateholder
Full Page	\$4,111	\$3,289
2/3-page	\$3,183	\$2,546
Insta-page	\$2,908	\$2,326
1/2-page	\$2,648	\$2,118
1/3-page	\$2,006	\$1,605
1/4-page	\$1,668	\$1,334
Facing Pages	\$9,196	\$7,357

4-COLOR	Open Rate	Rateholder
Full Page	\$4,986	\$3,989
2/3-page	\$4,545	\$3,636
Insta-page	\$3,870	\$3,096
1/2-page	\$3,521	\$2,817
1/3-page	\$2,879	\$2,303
1/4-page	\$2,541	\$2,033
Facing Pages	\$10,991	\$8,793

COVERS	Open Rate	Rateholder
Cover 3	\$5,649	\$4,519
Cover 2	\$6,593	\$5,274
Cover 2 Spread	\$12,324	\$9,859
Cover 4	\$6,911	\$5,529

Bleed ads require a 10% premium.

RATES-Souvenir Issues

BLACK	Open Rate	Rateholder
Full Page	\$4,046	\$3,236
2/3-page	\$3,028	\$2,422
Insta-page	\$2,674	\$2,140
1/2-page	\$2,429	\$1,943
1/3-page	\$1,731	\$1,385
1/4-page	\$1,354	\$1,084
1/6-page	\$1,032	\$825
Facing Pages	\$9,144	\$7,315

2-COLOR	Open Rate	Rateholder
Full Page	\$4,522	\$3,618
2/3-page	\$3,501	\$2,801
Insta-page	\$3,199	\$2,559
1/2-page	\$2,913	\$2,330
1/3-page	\$2,207	\$1,766
1/4-page	\$1,835	\$1,467
Facing Pages	\$10,116	\$8,093

4-COLOR	Open Rate	Rateholder
Full Page	\$5,485	\$4,388
2/3-page	\$5,000	\$4,000
Insta-page	\$4,257	\$3,406
1/2-page	\$3,873	\$3,099
1/3-page	\$3,167	\$2,533
1/4-page	\$2,795	\$2,236
Facing Pages	\$12,090	\$9,672

COVERS	Open Rate	Rateholder
Cover 3	\$6,214	\$4,971
Cover 2	\$7,252	\$5,801
Cover 2 Spread	\$13,556	\$10,845
Cover 4	\$7,602	\$6,082

Joni's Race Shop

GUIDELINES: No more than 2 stacked or side-by-side ads per page per company. No more than 3 ads per company per issue (with 1-page separation after second ad in same issue). No more than 1 product listed per 1/6-page ad. Price listed must represent product being advertised or otherwise noted with part number or name of specific product being priced. Listing of catalog and price is acceptable and not considered a second product or price. Some restrictions apply; contact ad sales rep. Publisher reserves right to review/refuse ad before printing.

RATES: Purchased in groups of 3
 \$400 per insertion, non-souvenir issue
 \$435 per insertion, souvenir issue
 Frequency-discount rate of \$400 per insertion with insertion schedule of 24x or more

- 1 price per 1/6-page ad
- Spot-color red available at an additional \$100 per ad
- \$50 positioning charge for stacked and/or side-by-side ads (per ad, per insertion) or primar placement
- Production charge: \$100 per hour or minimum \$25 per 15 minutes
- First-time advertisers: Your first ad will be built FREE

ALL RATES ARE NET AND NON-COMMISSIONABLE.
PAYMENT: Prepayment required for first three ads or with preapproved credit. Visa, MasterCard, American Express, Discover, check, or money order accepted.
AD SIZE: 4 1/4" wide x 3 11/16" tall
NHRA.com: Contact ad sales rep

Jr. DRAGSTER

RATES	1X	3X	6X
Cover 4	\$1471	\$1,343	\$1,279
Cover 3	1,205	1,100	1,048
Cover 2	1,404	1,282	1,221
Facing Pages	2,136	1,950	1,857
Full Page	1,063	970	924
Jr. Page	708	647	616
1/2-page	636	581	553
1/3-page	428	391	372
1/4-page	342	312	297

Add \$75 for spot blue

Jr. Race Shop: \$190 per insertion, purchased in groups of 3.
Race Place: \$55 per insertion. Contract for all 6 — total cost \$270.

Bleed ads require a 10% premium.

Race Car Warehouse

Add \$100 for spot red