

2018 Advertising Reservation Calendar

Issue	Editorial Focus	Size / Color / Notes	Deadlines
January	DRAG RACING MARKET • Data Acquisition & Video Logging * VIRTUAL SIDEBAR * • PRI Retail Business Survey • Cylinder Head Prep Equipment • Camshafts • Coatings & Metal Treatments • Helmets • Motorsports Insurance • COLUMNS: Promoter's Perspective • Better Business		Ad Space Closing: NOVEMBER 16 Artwork Due: NOVEMBER 27
February	QUARTERLY MARKET SURVEY: STOCK CAR MARKET • Batteries, Alternators & Starters * VIRTUAL SIDEBAR * • PRI Trade Show Report • Suspension Components • Drag Race Cylinder Heads • Oval Track Driveline • Graphics & Wraps • Contingency Programs • COLUMNS: International Report • Better Business		Ad Space Closing: DECEMBER 28 Artwork Due: JANUARY 4
March	ROAD RACING MARKET • Pistons * VIRTUAL SIDEBAR * • 3D Printing • Hand Tools & Pneumatic Tools • Plumbing Products • Spotlight On: Ford Coyote Engine • Fasteners & Hold-Downs • Chassis Setup Equipment • COLUMNS: Promoter's Perspective • Better Business		Ad Space Closing: JANUARY 17 Artwork Due: JANUARY 25
April	NICHE MARKET REPORT: TRACTOR PULLING, DRIFTING & NOSTALGIA DRAGS • Race Wheels * VIRTUAL SIDEBAR * • Connecting Rods • Dynos (Engine & Chassis) • Oil Pumps • Driver Safety Gear (incl. Head & Neck Restraints) • Radiators, Water Pumps & Fans • COLUMNS: International Report • Better Business		Ad Space Closing: FEBRUARY 14 Artwork Due: FEBRUARY 21
May	QUARTERLY MARKET SURVEY: SPRINT CAR & MIDGET MARKET • Power Adders * VIRTUAL SIDEBAR * • Spotlight On: EV Racing • Diesel Drag Race Parts • Road Racing Driveline • Race Shop Fixtures • Oil Pans, Tanks & Coolers • Parts Cleaning Equipment • COLUMNS: Promoter's Perspective • Better Business		Ad Space Closing: MARCH 13 Artwork Due: MARCH 19
June	SPECIAL PACKAGE: RACE MARKET DATA REPORT • EFI: EMS & Tuning Chips / Hardware * VIRTUAL SIDEBAR * • Modified Market • Engine Blocks, Sleeves & Main Caps • Crankshafts & Harmonic Dampers • Spotlight On: WDs • COLUMNS: International Report • Better Business		Ad Space Closing: APRIL 11 Artwork Due: APRIL 17
July	DIRT LATE MODEL MARKET • Race Brakes * VIRTUAL SIDEBAR * • Valve Springs & Rocker Arms • No Prep Drag Racing (Outlaw Racing Sidebar) • Spotlight On: LT Race Engine • Heat Suppression & Fire Protection • Sensors • Product Pictorial: Top Drawer Of The Tool Box • COLUMNS: Promoter's Perspective • Better Business		Ad Space Closing: MAY 15 Artwork Due: MAY 21
August	QUARTERLY MARKET SURVEY: VINTAGE ROAD RACING MARKET • Race Oils & Lubricants * VIRTUAL SIDEBAR * • PRI Trade Show Machinery Row Preview • Pushrods & Lifters • Oval Track Cylinder Heads • Drag Race Driveline • Gaskets, Seals & Sealants • COLUMNS: International Report • Better Business		Ad Space Closing: JUNE 13 Artwork Due: JUNE 19
September	MUSCLE CAR MARKET • Intake Manifolds * VIRTUAL SIDEBAR * • Tool Boxes, Storage Units & Pit Carts • Steering Systems • Exhaust Systems • Racing Simulators • Valves, Seats & Guides • Ignition Systems • COLUMNS: Promoter's Perspective • Better Business		Ad Space Closing: JULY 13 Artwork Due: JULY 20
••••• SPECIAL ISSUES •••••			
October PRI Trade Show Preview Issue	QUARTERLY MARKET SURVEY: YOUTH RACING MARKET • Vehicle Safety Equipment * VIRTUAL SIDEBAR * • PRI Trade Show Preview • Rod Ends, A-Arms & Radius Rods • Spotlight On: UTV Racing Market (Off-Road Sidebar) • Fuel Pumps & Filters • Product Pictorial: Inside The Race Trailer (Security Systems Sidebar) • Composites, Metals & Alloys • COLUMNS: International Report • Better Business	BONUS CIRCULATION At SEMA Show!	Ad Space Closing: AUGUST 15 Artwork Due: AUGUST 21
November PRI Trade Show Issue	PRI TRADE SHOW GUIDE • Spotlight On: Crossover Markets • Regional Race Market Profile • Race Car & Parts Rentals • Race Track Fixtures & Equipment • Sponsorships • Aerodynamics & Wind Tunnels • All-Access: Race Sanctioning Bodies • Shipping Solutions • COLUMNS: Better Business	BONUS CIRCULATION At PRI Trade Show!	Ad Space Closing: SEPTEMBER 13 Artwork Due: SEPTEMBER 19
December 33rd Annual Buyers Guide Issue	ANNUAL PRI BUYERS GUIDE: • Comprehensive Directory Of Motorsports Businesses, Product Manufacturers, Warehouse Distributors, Service Providers & More • Complete Contact Information for 2000-Plus Industry Suppliers • Thousands Of Racing Products & Services • Tab Pages For Access To Product Categories • Free Bold-Face Listings, Mini-Merchandisers & More For Advertisers • New Product Preview • Guide To Race Sanctioning Organizations • Manufacturers Reps Directory	BONUS CIRCULATION At 2019 Events!	Ad Space Closing: OCTOBER 15 Artwork Due: OCTOBER 22

2018 Ad Rate Card - With PRI Digital Ad Specifications

Ad Sizes

	width	Height
SPREAD		
(trim size)	16.75"	10.875"
(with .125" bleed)	17.0"	11.125"
FULL PAGE		
(trim size)	8.375"	10.875"
(live image area)	7.625"	10.125"
(with .125" bleed)	8.625"	11.125"
2/3 VERTICAL	4.75"	10.0"
1/2 HORIZONTAL	7.25"	4.875"
1/2 VERTICAL	4.75"	7.375"
1/3 HORIZONTAL	4.75"	4.875"
1/3 VERTICAL	2.25"	10.0"
1/4 HORIZONTAL	4.75"	3.50"
1/4 VERTICAL	3.50"	4.875"
1/6 HORIZONTAL	4.75"	2.375"
1/6 VERTICAL	2.25"	4.875"
1/12 SQUARE	2.25"	2.25"
MINI MERCHANDISER	2.25"	1.0"

Advertising Rates

- All ad rates include 4-color.
- Advertising rates are effective January 2018 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 18-time, 12-time and 6-time frequency rates must be signed and returned to PRI.
- All orders noncancelable after closing date.
- Minimum page holder is 1/12 page.
- A signed contract and/or an acknowledgement MUST be on file with PERFORMANCE RACING INDUSTRY in order to run an advertisement.

	18-TIME*	12-TIME	6-TIME	1-TIME
FULL PAGE	\$3,030	\$3,325	\$3,570	\$4,080
2/3 PAGE	\$2,220	\$2,420	\$2,780	\$3,185
1/2 PAGE	\$1,880	\$2,035	\$2,285	\$2,620
1/3 PAGE	N/A	\$1,520	\$1,735	\$2,025
1/4 PAGE	N/A	\$965	\$1,170	\$1,345
1/6 PAGE	N/A	\$855	\$970	\$1,125
1/12 PAGE	N/A	\$235	\$295	\$350

To Qualify For 18-Time Rate*

1. Advertiser must run a full-page advertisement or a combination of advertisements equaling one page or larger, per issue, in 12 consecutive issues.

2. To qualify for the 18-time rate for all insertions, an advertiser must run six additional half-page or larger advertisements in the same 12-month period. Example: A 12-page insert, in one issue, in addition to the monthly full page advertisement, would qualify the advertiser for the 18-time rate.

3. Contracts for 18-time rate must be signed & returned to PRI.

Cover Rates

- Noncancelable 30 days prior to closing date.
- Cover rates include 4-color

	12-TIME	6-TIME	1-TIME
INSIDE FRONT	\$4,130	\$4,770	\$5,280
INSIDE BACK	\$4,060	\$4,630	\$5,560
BACK	\$4,460	\$5,090	\$5,840

Buyers Guide Tab Page Rates

TAB PAGE

Classifieds Rates

	6-TIME	3-TIME	1-TIME
PER COLUMN INCH	\$55	\$60	\$65

- Up to 4 BOLD FACED words free. Extra words \$0.25 each.

Agency & Cash Discounts

- 15% discount to recognized agencies. All orders accepted subject to publisher's credit requirements. Production charges are not subject to agency commission or cash discount.

Special Position

- For all special position requests, add 15% to earned rate. If any. Special position requests are only available for 18-time, 12-time and 6-time contracted advertisers. Available positions: consecutive pages, right-hand page, two-page spread, and full-page far forward.

- No special position requests available to appear in specific articles of PRI.

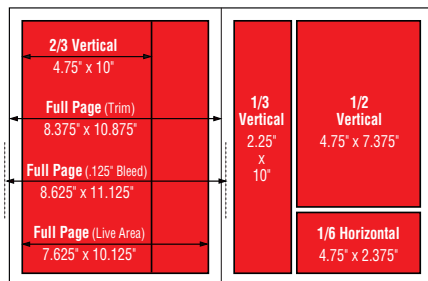
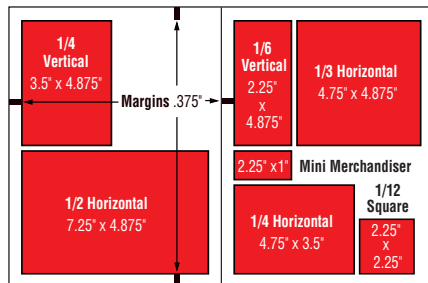
Furnished Materials

- Pre-printed inserts and belly bands will require a non-refundable 50% deposit to hold the advertising space reservation. The deposit is due five business days after the insertion order is written, along with the signed order acknowledgement. If the advertiser does not fulfill all of these requirements to secure the space reservation, the space will be forfeited immediately and offered to the next interested party.

- Inserts of four or more pages are discounted 50% off earned rate plus a binding charge. Contact an advertising sales manager for a binding charge quote for all issues. Quantity and shipping instructions available on request.

Credit Applications

- All new advertisers are required to complete and return a credit application. Advertisements for new advertisers will NOT be run until the credit application has been received AND approved by PERFORMANCE RACING INDUSTRY.



Printing Specifications

- **Printing:** Web Offset; 4-color process (CMYK).
- **Line Screen:** 175-line.
- **Trim size:** 8.375" wide x 10.875" high. Keep all live matter .375" from outside trim and gutter.
- **Bleed:** Only permitted on full page, spread, and tab pages. Must extend .125" beyond trim size on all sides and include printer's trim marks.
- **Spreads:** Account for gutter (inside margin) when running type and art across left- and right-hand pages.
- **Please Note:** Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Design assistance is subject to hourly charge.

Ad Preparation

PERFORMANCE RACING INDUSTRY requires that all ads be submitted as single-page, high-resolution PDF, or PDFx1a files. For multiple ads, send each ad in a separate PDF file.

- **Document Set Up:** Do not build ad on default paper size of 8.5 X 11. Set the document page size to match PRI's ad trim size exactly.

- **Export PDF:** Use Pdfx1a settings.

PDF Production Requirements

- **Color:** Must be sent in CMYK format. **No RGB files** accepted. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards.

B&W art must be sent in Grayscale or Bitmap format.

Do not use ICC or color profiles.

- **Images:** Minimum resolution of 300 ppi (color or grayscale files) and 1200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 ppi). **Never resample up** images, rather scan at high resolution to start. Files must be uncompressed.
- **Fonts:** Embed all fonts in PDF file.

- **PROOFS:** Because color views differently from one computer monitor to another, it is highly recommended that a CMYK/SWOP certified color proof accompany the ad file. PRI will assume supplied materials are in compliance with current SWOP specifications.

PRI does not accept responsibility for reproduction or color matching without a SWOP-certified color proof. Printer will match color on press as closely to provided proof as Web Offset printing allows.

Ad Submission

- Upload ads directly from your web browser!
- Go to our website at www.performanceracing.com. Navigate to the Magazine section and then to the Ad Upload Center.
- Once your ad has been successfully uploaded, you will be sent an email confirming delivery.
- For your protection, we will preflight your ad in preparation for printing. If there are any errors, you will be sent an email and given the opportunity to correct them.
- Your PRI ad files will be stored for two years at no charge. Two years from the date of your original ad submission your ad file will be removed from our archives. If you require other storage arrangements please contact the production manager.

