

Giving you an Edge on the Competition

dragracingedge.com

DRAG RACING EDGE is designed and written to bring all the excitement and color of the quarter-mile to the printed page. From 10,000 horsepower Top Fuel dragsters and Funny Cars to 250 MPH Pro Mods and 200 MPH Pro Stocks to the competitive action in the sportsman ranks, DRAG RACING EDGE will cover it all. Each issue features award-winning photography highlighting stories written by the most respected photojournalists in motorsports, along with in-depth feature stories on the sport's leading superstars. The magazine will also include how-to technical articles written to help everyone improve the racing performance of their cars. In addition, we will also include the kind of inside information available from no other source. If it happens on or off the quarter-mile, DRAG RACING EDGE will give you an edge on the competition.

## ADVERTISING RATES 2018

<b>4 / Color</b>	<b>1-3 X</b>	<b>4-6 X</b>
Full Page	\$3500.00	\$3000.00
2/3 Page	\$2625.00	\$2250.00
1/2 Page	\$1750.00	\$1500.00
1/3 Page	\$1250.00	\$1100.00
1/6 Page	\$750.00	\$600.00
COVER #2	\$3800.00	\$3400.00
COVER #3	\$3600.00	\$3200.00
COVER #4	\$4000.00	\$3600.00

15% Agency Discount on all camera ready ads 1/3 page and larger.

## ISSUE & CLOSING DATES

<b>ISSUE</b>	<b>MATERIALS DUE</b>	<b>ON SALE</b>
March 2018	1/16/18	2/9/18
May 2018	3/13/18	4/6/18
July 2018	5/15/18	6/8/18
September 2018	7/17/18	8/10/18
November 2018	9/18/18	10/12/18
January 2019	11/13/18	12/7/18
March 2019	1/15/19	2/8/19

For Advertising Information Contact:

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Email: bundrwood@aol.com

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## PRINT AD SPECIFICATIONS

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**Format:** Macintosh or PC prepared X:1a Compliant PDF

**Colors:** All ads should be CMYK

**Resolution:** Photos and other graphic elements must be saved at no less than 300dpi

**Fonts:** All fonts should be embedded within the PDF

**Delivery:** All ads delivered by email to bundrwood@aol.com

### PRINT DEFINITIONS

**Trim:** The physical finished edge of the page, or final visible borders

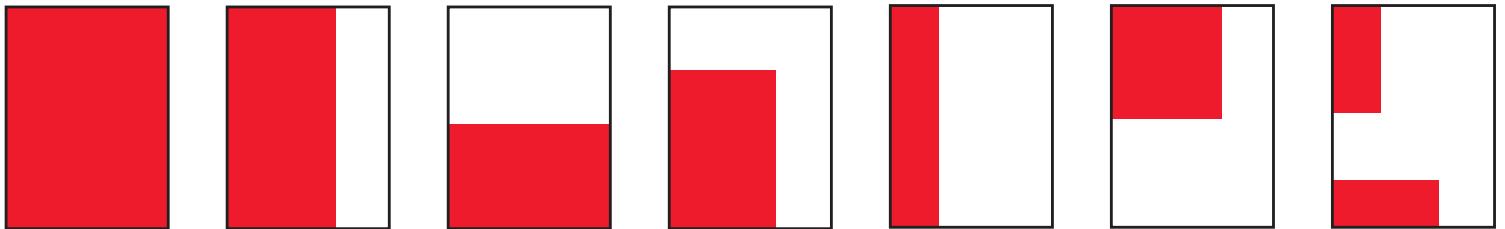
**Bleed:** Elements intended to go off the 'page' should extend at least .125" beyond trim

**Safety:** All critical images and text not intended to bleed must be within this measurement

### AD SIZES

### WIDTH X HEIGHT

Full Page	8" x 10 7/8"
2/3 Page	4 5/8" x 10"
1/2 Page H	7" x 4 5/8"
1/2 Page V	4 5/8" x 7 1/4"
1/3 Page V	2 1/4" x 10"
1/3 Page S	4 5/8" x 4 7/8"
1/6 Page V	2 1/4" x 4 3/4"
1/6 Page H	4 5/8" x 2 1/4"

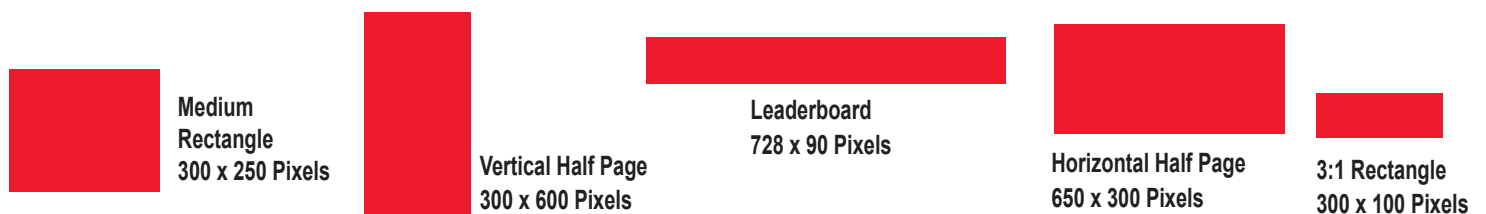


## DIGITAL ADVERTISING SPECIFICATIONS

### BANNER AD DISPLAY UNITS

Set of 5 \$500 Monthly

	Dimension	File Size	Formats
Medium Rectangle	300 x 250 Pixels	150 KB	GIF, JPEG, PNG
Vertical Half Page	300 x 600 Pixels	170 KB	GIF, JPEG, PNG
Horizontal Half Page	650 x 300 Pixels	170 KB	GIF, JPEG, PNG
Leaderboard	728 x 90 Pixels	50 KB	GIF, JPEG, PNG
3:1 Rectangle	300 x 100 Pixels	40 KB	GIF, JPEG, PNG



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