

Expand your reach with *Speedway Illustrated*—The Racer's Choice.



Speedway

ILLUSTRATED

Speedway Illustrated Drives Results



Speedway Illustrated, the industry's favorite motorsports monthly, is a vital resource for short-track racers across America, Canada, and beyond. It has a circulation of 40,815 passionate readers who actively participate in the sport and interact with the magazine. Each issue is packed with award-winning (and race-winning) technical articles created by the most knowledgeable journalists in motorsports. Discriminating readers choose *Speedway Illustrated* to help them race faster, safer, and for less money.

Published by Traction Media, LLC, a family-owned American company.
www.speedwayillustrated.com

2017 Advertising Rate Card



Ad Size Frequency/Price

Four Color	1x	3x	6x	9x	12x
2 Page Spread					\$3,200
Full	\$3,400	\$3,100	\$2,800	\$2,500	\$2,300
2/3 page	\$2,400	\$2,200	\$2,000	\$1,800	\$1,600
1/2 page	\$1,850	\$1,700	\$1,550	\$1,400	\$1,250
1/3 page	\$1,350	\$1,250	\$1,150	\$1,050	\$950
1/4 page	\$900	\$850	\$800	\$750	\$700
1/6 page	\$850	\$800	\$750	\$700	\$650
Marketplace	1x	3x	6x	9x	12x
1/6 page	\$700	\$650	\$600	\$550	\$500
1/12 page	\$550	\$500	\$450	\$400	\$350



2017 Editorial Calendar

*Editorial calendar is subject to change.

Issue	Subject	Ad Close	Materials Due	On Sale	Issue	Subject	Ad Close	Materials Due	On Sale
Jan	Engine Tech	11.15.16	11.22.16	01.07.16	Jul	Fluid Tech	05.15.17	05.22.17	07.07.17
Feb	Drivetrain Tech	12.15.16	12.22.16	02.07.17	Aug	Building Power Tech	06.15.17	06.22.17	08.07.17
Mar	Chassis Setup Tech	01.15.17	01.22.17	03.07.17	Sep	Suspension Tech	07.15.17	07.22.17	09.07.17
Apr	Annual Safety Issue	02.15.17	02.22.17	04.07.17	Oct	Safety Apparel Special	08.15.17	08.22.17	10.07.17
May	Racer Tool Tech	03.15.17	03.22.17	05.07.17	Nov	Trade Show Special	09.15.17	09.22.17	11.07.17
Jun	Grassroots Racing	04.15.17	04.22.17	06.07.17	Dec	Race Equipment Tech	10.15.17	10.22.17	12.07.17

John Covan, Senior Sales Manager – jcovan@speedwayillustrated.com, O: 404-908-9387 / M: 404-693-1143 / F: 603-734-2843
 Karl Fredrickson, Publisher – Speedway Illustrated, P.O. Box 741, Epping, NH 03042, P: 978-265-9477 / F: 603-734-2843

▶ Ad Preparation

Speedway Illustrated requires that all ad files be submitted as single page, high-resolution PDF (press-ready), or PDFx1a files. For multiple ads, send each ad in a separate PDF file. Please email pdfs to your sales rep: jviscardo@speedwayillustrated.com or cwilliams@speedwayillustrated.com.

▶ Document Set Up

Do not build ads using the default paper size of 8.5" X 11". Set the document page size to match Speedway Illustrated's ad trim size exactly.



▶ 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.

Black & White: B&W art must be sent in grayscale or bitmap format. Do not use ICC or color profiles.

Images: Minimum resolution of 300 dpi (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 dpi). Never resample up images, rather scan at high resolution to start. Files must be uncompressed.

▶ PDF Requirements

Fonts: Embed all fonts in PDF file.

Exported PDF: Use PDFx1a settings when exporting from page layout program.

Distilled PDF: Create postscript file from a page layout program. Use ad trim size for document paper size, then distill through Adobe Acrobat Distiller using PDFx1a settings.

▶ Ad Naming Convention

Please be sure that your name and date of issue is included in the ad's label. (Example: Company_02.13.pdf)

▶ Proofs: Because color views differently from one computer monitor to another, for the most accurate color reproduction, it is highly recommended that a CMYK/SWOP certified color proof accompany the ad file. Speedway Illustrated will assume supplied materials are in compliance with current SWOP specifications. We do 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.

Please Note: We preflight your ad in preparation for printing. If there are errors or the ad doesn't meet our specifications, you will be sent an email and given the opportunity to correct your ad. The advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Further assistance by us or the printer is subject to production charges.



Ad Size Specifications

Ad Size	Width	Height
Full Page	6.875"	9.625"
Full Page - Bleed*	7.75"	10.5"
2/3-Page Vertical	4.375"	9.625"
2/3-Page Vertical - Bleed*	4.75"	10.5"
1/2-Vertical (island)	4.375"	7.125"
1/2-Page Horizontal	6.875"	4.75"
1/2-Page Horizontal - Bleed*	7.75"	5.25"
1/3-Page Square	4.375"	4.75"
1/3-Page Vertical	2.125"	9.625"
1/3-Page Vertical - Bleed*	2.5"	10.5"
1/4-Page Horizontal	4.375"	3.5"

***Bleed ads:** Please add .125" bleed beyond crops on all sides. In order to reduce the risk of important information being trimmed from your bleed ad, all live matter in bleed ads must be at least .375" in from crop marks.

Marketplace Ads

1/6-Page Vertical	2.125"	4.75"
1/6-Page Horizontal	4.375"	2.25"
1/12-Page	2.125"	2.25"

- ▶ **Printing:** Web Offset; four-color process (CMYK).
- ▶ **Line Screen:** 175-line. Images need to be 300 dpi (or higher) at 100%.
- ▶ **Trim size:** 7.75" wide x 10.5" high. Keep all live matter .375" from outside trim and gutter.
- ▶ **Bleed sizes:** Only permitted on full page, two-page spread, 2/3 vertical, 1/2 horizontal, and 1/3 vertical. 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.