

# Advertising Rates and Mechanical Specifications



*Reporting the  
NEED FOR SPEED*



***Serving the Drag Boat Racing Community Since 1996***





GREEN COUNTRY PUBLICATIONS DBA DRAG BOAT REVIEW, INC.

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www.dragboatreviewmag.com

## PRINT ADVERTISING RATES AND MECHANICAL SPECIFICATIONS

SIZE	1x	3x	6x	12x
<b>Center Spread</b> 17.250" x 11.250" (Bleed only)	\$ 1,700	\$ 1,450	\$ 1,200	\$ 800
<b>Back Cover (Bleed only)</b> 8.500" x 11.250"	\$ 1,250	\$ 1,100	\$ 800	\$ 625
<b>Inside Front Cover</b> 8.500" x 11.250" Bleed 8.000" x 10.250" Trim	\$ 1,150	\$ 1,000	\$ 750	\$ 575
<b>Inside Back Cover</b> 8.500" x 11.250" Bleed 8.000" x 10.250" Trim	\$ 1,130	\$ 980	\$ 725	\$ 565
<b>Full Page</b> 8.500" x 11.250" Bleed 8.000" x 10.250" Trim	\$ 1,100	\$ 875	\$ 700	\$ 500
<b>1/2 Page</b> Vertical - 3.875" x 10.000" Horizontal - 8.000" x 4.875"	\$ 600	\$ 525	\$ 385	\$ 265
<b>1/4 Page</b> Vertical - 3.875" x 4.875" Horizontal - 8.000" x 2.250"	\$ 300	\$ 250	\$ 190	\$ 145
<b>1/8 Page</b> Vertical - 1.875" x 4.875" Horizontal - 3.875" x 2.250"	\$ 200	\$ 150	\$ 125	\$ 100
<b>Performance Directory</b> 2.250" x 2.250"	\$ 130	\$ 115	\$ 85	\$ 65

### DIGITAL REQUIREMENTS:

Four-color process ads must be sent in CMYK format. No RGB files accepted.

No charge will be assessed for those supplying art electronically.

Any company wanting DBR to design its ad will be charged an initial \$125 for set-up, plus \$50/hour for each hour after the first two hours of design.

For best quality, photos should be minimum 300 dpi.

Please email all logos, images and text to dragboatreview@aol.com.

*Established in October 1996, Drag Boat Review is published eleven times per year and includes in-depth coverage of drag boat races from all across the country under the sanctions of the Arizona Drag Boat Association, Columbia Drag Boat Association (CDBA), Kentucky Drag Boat Association (KDBA), National Jet Boat Association (NJBA), Southern Drag Boat Association (SDBA) and several other grass roots organizations. Our readership base is estimated at 3,900 including paid and complimentary subscriptions, bonus circulation at race events and shared copies. Drag Boat Review is the ONLY magazine in the nation that is devoted exclusively to the sport of drag boat racing.*

#### What a few of our readers have to say about Drag Boat Review:

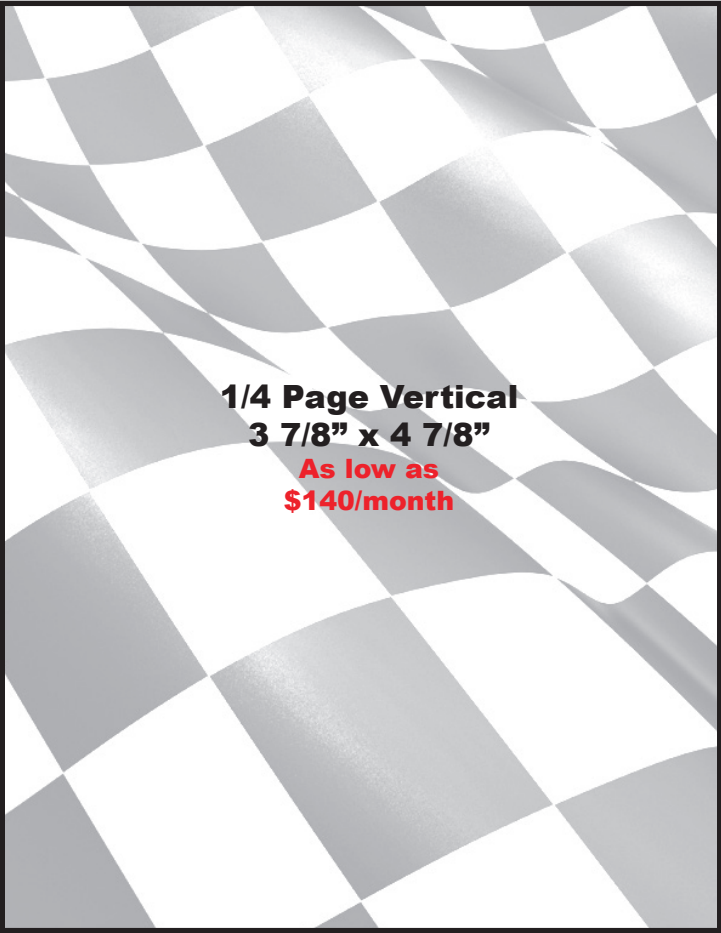
"Love the dragboat racing family and Drag Boat Review keeps me up to date on the races I can't attend." Bill Davis, Jenkins MO

"Love Drag Boat Review and the people who make it happen." Don Ney, Escalon CA

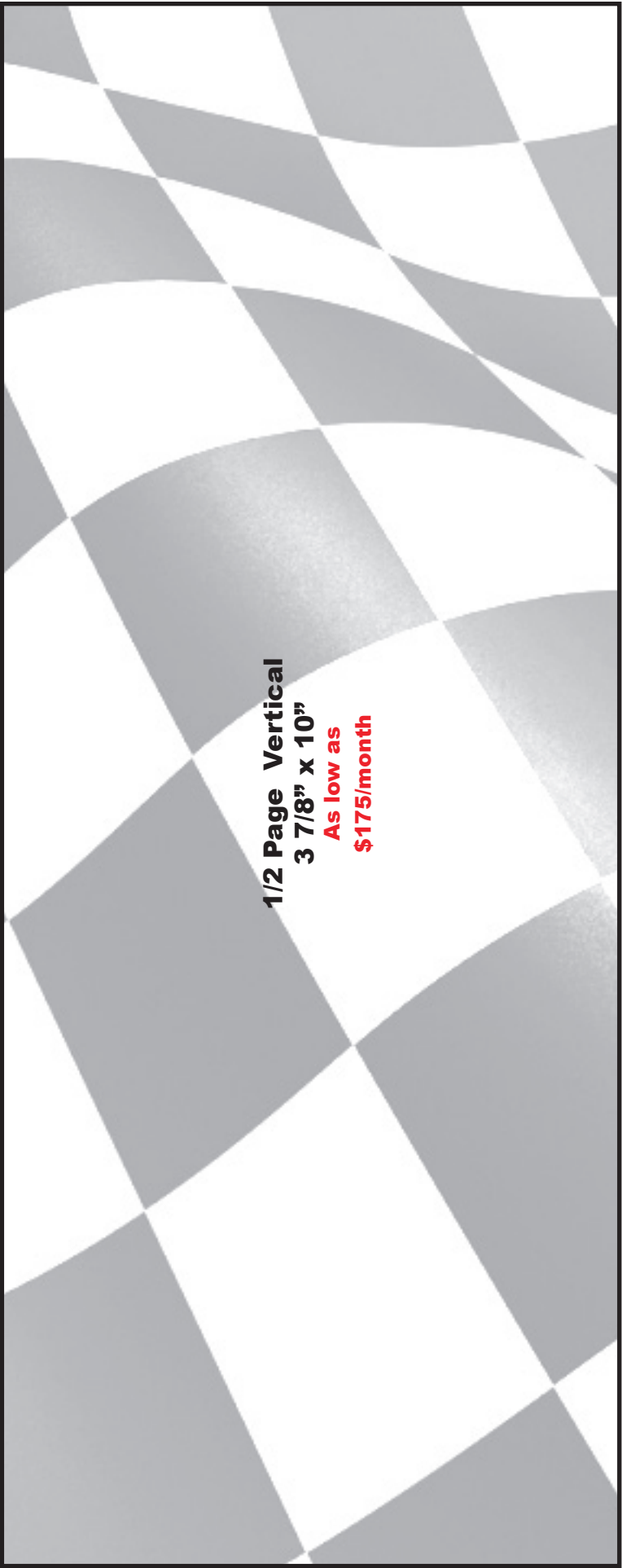
"Very informative. Keeps me up to date on everything drag boat related". Kevin Hoover, Lake Havasu City AZ



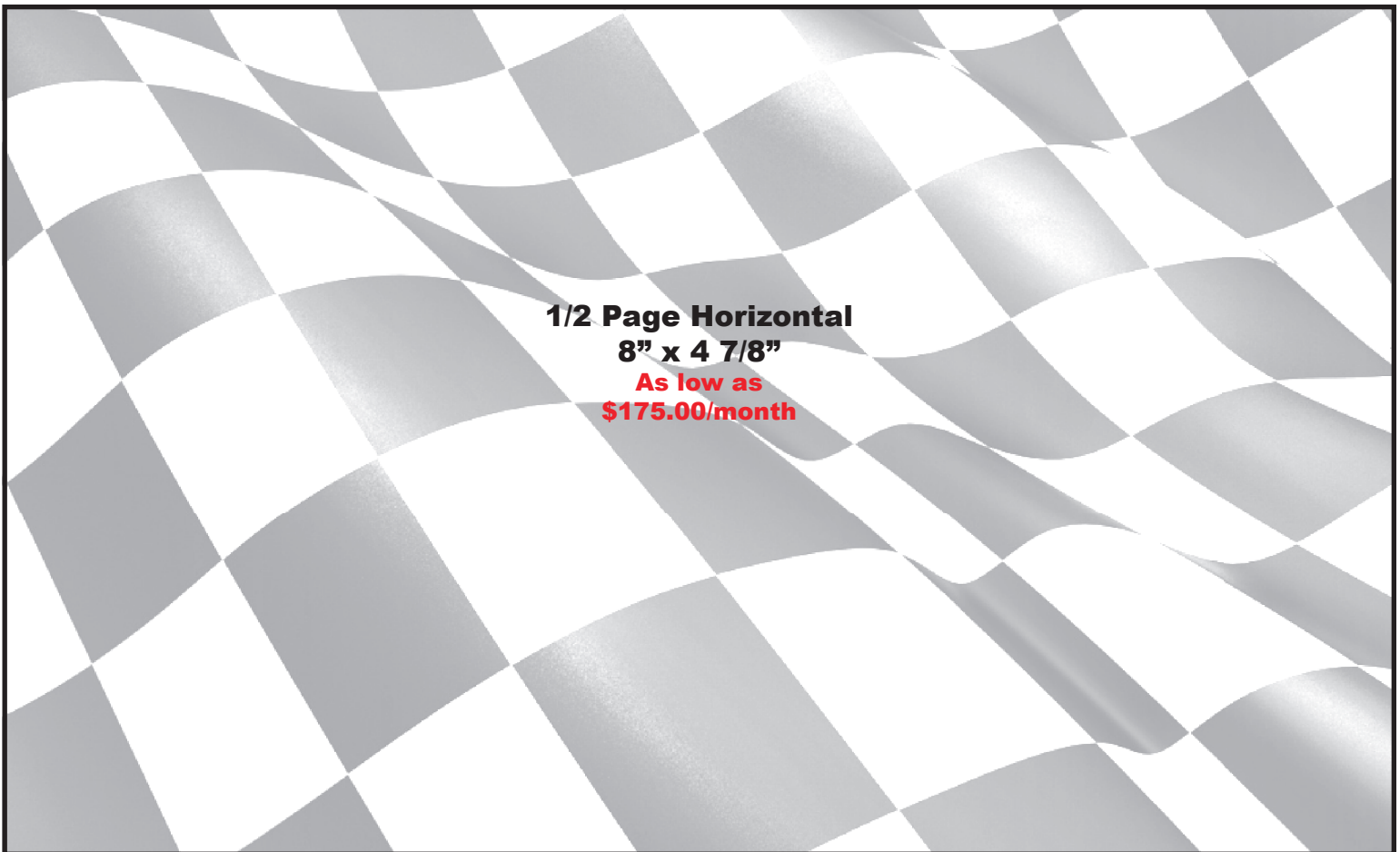
**1/8 Page Vertical**  
**1 7/8" x 4 7/8"**  
**As low as**  
**\$85/month**



**1/4 Page Vertical**  
**3 7/8" x 4 7/8"**  
**As low as**  
**\$140/month**



**1/2 Page Vertical**  
**3 7/8" x 10"**  
**As low as**  
**\$175/month**



**BLEED (1/8")**

**TRIM (1/4")**

**LIVE AREA  
(8" x 10 1/4")**

**All images that go to trim should bleed .125" past trim.  
Any type including folio lines should be .25" inside of the trim.**

**TRIM (1/4")**

**BLEED (1/8")**

**BLEED (1/8")**

**TRIM (1/4")**

**TRIM (1/4")**

**BLEED (1/8")**

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## INSERTION ORDER

Advertiser \_\_\_\_\_ Acct. No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_

Agency Contact \_\_\_\_\_

Display Ad Size \_\_\_\_\_ Ad Rate Per Issue \_\_\_\_\_

Number of Insertions \_\_\_\_\_ Start Date \_\_\_\_\_ Exp. Date \_\_\_\_\_

Special Positioning \_\_\_\_\_

Special Instructions \_\_\_\_\_

**Classified Ad** Rate Per Issue \_\_\_\_\_ Photo Charge \_\_\_\_\_

Special Instructions \_\_\_\_\_

*I fully agree to the terms and conditions set forth in this contract. I further acknowledge receipt of the Drag Boat Review rate card, and fully agree to the terms and conditions specifically outlined therein.*

Accepted by \_\_\_\_\_ Title \_\_\_\_\_

Signature

Printed Name \_\_\_\_\_

Date \_\_\_\_\_ Amt. Enclosed \$ \_\_\_\_\_ Check No. \_\_\_\_\_

C.C. # \_\_\_\_\_ Exp. \_\_\_\_\_ M/C Visa Discover

Sales Representative \_\_\_\_\_

Please make checks payable to **Drag Boat Review**