

Speedway ILLUSTRATED Drives Results



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

Speedway Illustrated, the industry's favorite motorsports monthly, is a vital resource for short-track racers across America, Canada and beyond. It has circulation of over 41,000 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.

» Editorial Calendar *(Editorial Calendar is subject to change)*

Issue	Subject	Ad Close	Materials Due	On Sale
Jan	Engine Tech	11.15	11.22	01.07
Feb	Drivetrain Tech	12.15	12.22	02.07
Mar	Chassis Setup Tech	01.15	01.22	03.07
Apr	Annual Safety Issue	02.15	02.22	04.07
May	Racer Tool Tech	03.15	03.22	05.07
Jun	Grassroots Racing	04.15	04.22	06.07
Jul	Fluid Tech	05.15	05.22	07.07
Aug	Building Power Tech	06.15	06.22	08.07
Sep	Suspension Tech	07.15	07.22	09.07
Oct	Safety Apparel Special	08.15	08.22	10.07
Nov	Trade Show Special	09.15	09.22	11.07
Dec	Race Equipment Tech	10.15	10.22	12.07

How Bobby Wilberg won 21 championships



10 Racing Setup Myths



Speedway ILLUSTRATED

Ad Size	Frequency/Price		
Four Color	12x	6x to 11x	1x to 5x
2 Page Spread	\$3,360	\$3,500	\$3,720
Full Page	\$2,425	\$2,625	\$3,250
2/3 Page	\$1,680	\$1,890	\$2,300
1/2 Page	\$1,325	\$1,500	\$1,800
1/3 Page	\$1,050	\$1,150	\$1,350
1/4 Page	\$850	\$950	\$1,100
1/6 Page	\$720	\$770	\$880
MKT 1/12 Page	\$390	\$500	\$600
CTLG 1/6 Page	\$350	\$400	\$450
SN SP 1/12 Page	\$300	\$350	\$400

» Advertising Sales Contact

Tamera Olson
Advertising Sales

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Mobile: (707) 273-7074

» Ad Preparation

Speedway Illustrated requires that all ad files be submitted as single page, high-resolution PDF (press-ready), or PDFx1 a files. For multiple ads, send each ad in a separate PDF file. Please email PDFs to your sales rep: tolson@speedwayillustrated.com.

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

Please be sure that your name and date of issue is included in the ad's label. (Example: Company_0120.pdf)

Ad Size Specifications		
Ad Size	Width	Height
Full Page	6.875"	9.625"
Full Page - Bleed* (See below)	8"	10.75"
2/3-Page Vertical	4.375"	9.625"
2/3-Page Vertical - Bleed*	4.75"	10.75"
1/2-Page 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"	10.75"
1/4-Page Horizontal	4.375"	3.5"

** Bleed ads: 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 .5" 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 .5" 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.

» Contact Information

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