

# Speedway

ILLUSTRATED

## THE REAL WAY TO REACH RACERS

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	Buyer's Guide	Ad Close	Materials Due	On Sale
Jan	Engine Tech	Valve Cover	11.15	11.22	01.07
Feb	Drivetrain Tech	Drivetrain Fastener	12.15	12.22	02.07
Mar	Chassis Setup Tech	High-end Pavement Calipers	01.15	01.22	03.07
Apr	Annual Safety Issue	Onboard Systems	02.15	02.22	04.07
May	Racer Tool Tech	Pit Area	03.15	03.22	05.07
Jun	Grassroots Racing	Get Started Racing Component	04.15	04.22	06.07
Jul	Fluid Tech	Setup Program	05.15	05.22	07.07
Aug	Building Power Tech	Piston	06.15	06.22	08.07
Sep	Suspension Tech	Safety Apparel Tech / Underwear	07.15	07.22	09.07
Oct	Safety Apparel Special	Schocktober	08.15	08.22	10.07
Nov	Trade Show Special	Team T-Shirt, SWAG	09.15	09.22	11.07
Dec	Race Equipment Tech	Cockpit	10.15	10.22	12.07

LS Tech: The 600-Horsepower Junkyard Engine

**Speedway** ILLUSTRATED

JOEY LOGANO

Discovers Dirt Racing in our Project Modified

Improve Aero, Find that Tenth

**Speedway** ILLUSTRATED

UNTANGLING THE CLAIMS

PLUS Ryan Watt Car Feature Left-Front Droop Explained CARS Tour Success Voice of Experience: Brett Bodine

The facts on spark-plug-wire power gains

**THE COOLING CONUNDRUM**

Finding the best cooling fan for a particular race car requires experience and experimentation.

By Dan Anderson

How to Gain 25 Undetectable Horsepower from a Crate Engine

Are you racing against a ring?

By Karl Fredrickson

Working to win here, folks, the new gear technology you'll discover in this issue will help you get the most out of your engine. It's not just about the tech, it's about the results.

I have got plenty of effective, fast, and efficient ways to boost your engine's power. (Look, I know. I've tested them on more than 100 engines. I know what works. I know what doesn't. I know what's the most effective way to get the most out of your engine.)

Even if you're not a professional racer, you'll find this issue a real money saver. It's the most effective way to get the most out of your engine. It's the most effective way to get the most out of your engine. It's the most effective way to get the most out of your engine.

THE HIDDEN ADVANTAGE

# 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

**Derek Robbie**

**Sales Representative**

drobbie@speedwayillustrated.com

Mobile: (508) 254-7395

## » Ad Preparation

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

*"Speedway Illustrated is THE great magazine for short track racers and fans. The tech articles are so good, I've been telling my road racing friends to subscribe."*

—Mike Joy (Legendary NASCAR on Fox Anchor)

## 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

**Karl Fredrickson**

**Publisher**

P.O. Box 741, Epping, NH 03042

Phone: (978) 265-9477 | Fax: (603) 734-2843

**Published by Traction Media, LLC,  
a family-owned American company.**

**[www.speedwayillustrated.com](http://www.speedwayillustrated.com)**