

**ROAD
RACER**

2008

RATES AND PRODUCTION SCHEDULE**Road Racer X Advertising Rates**

4-Color	1x	3x	6x	8x	25K*	50K*	75K*	100K*
Cover 4	\$4,515	\$4,300	\$4,095	\$3,900	\$3,705	\$3,510	\$3,120	\$2,925
Cover 2 spd	\$9,260	\$8,820	\$8,400	\$8,000	\$7,600	\$7,200	\$6,800	\$6,400
Cover 3 spd	\$8,105	\$7,720	\$7,350	\$7,000	\$6,650	\$6,300	\$5,950	\$5,600
Opp. Edit**	\$4,160	\$3,960	\$3,770	\$3,590	\$3,410	\$3,230	\$3,050	\$2,875

**Opposite TOC, main editorial column or specified position

4-Color	1x	3x	6x	8x	25K*	50K*	75K*	100K*
1 page	\$3,615	\$3,440	\$3,275	\$3,120	\$2,945	\$2,800	\$2,500	\$2,210
2/3 page	\$2,885	\$2,750	\$2,620	\$2,495	\$2,355	\$2,240	\$2,000	\$1,770
1/2 page	\$2,345	\$2,235	\$2,130	\$2,030	\$1,915	\$1,820	\$1,625	\$1,435
1/3 page	\$1,725	\$1,640	\$1,560	\$1,500	\$1,475	\$1,400	\$1,250	\$1,105

2-Color	1x	3x	6x	8x	25K*	50K*	75K*	100K*
1 page	\$2,720	\$2,590	\$2,465	\$2,350	\$2,220	\$2,100	\$1,875	\$1,655
2/3 page	\$2,180	\$2,075	\$1,975	\$1,880	\$1,775	\$1,680	\$1,500	\$1,325
1/2 page	\$1,765	\$1,680	\$1,600	\$1,525	\$1,440	\$1,365	\$1,220	\$1,075
1/3 page	\$1,445	\$1,375	\$1,310	\$1,245	\$1,180	\$1,050	\$940	\$830

B/W	1x	3x	6x	8x	25K*	50K*	75K*	100K*
1 page	\$2,175	\$2,070	\$1,970	\$1,875	\$1,770	\$1,625	\$1,500	\$1,325
2/3 page	\$1,735	\$1,655	\$1,575	\$1,500	\$1,415	\$1,300	\$1,200	\$1,060
1/2 page	\$1,415	\$1,345	\$1,280	\$1,220	\$1,155	\$1,055	\$975	\$860
1/3 page	\$1,080	\$1,030	\$980	\$935	\$885	\$815	\$750	\$665

Xtras	1x	3x	6x	8x	25K*	50K*	75K*	100K*
1/4 page	\$675	\$640	\$610	\$580	\$550	\$525	\$500	\$475
1/6 page	\$490	\$465	\$440	\$420	\$395	\$375	\$360	\$300
3"	\$385	\$365	\$350	\$335	\$325	\$315	\$305	\$290
2"	\$260	\$245	\$235	\$225	\$215	\$210	\$200	\$190
1"	\$140	\$135	\$130	\$125	\$120	\$115	\$110	\$105

*Combined annual dollars spent with Racer X and DMC programs

Road Racer X 2008 Production Schedule

Issue	Space	Material	Sub Ship	Newsstand
Jan-Feb	10/26/2007	11/2/2007	11/29/2007	12/18/2007
Mar-Apr	12/28/2007	1/4/2008	1/29/2008	2/19/2008
May	2/22/2008	2/29/2008	3/26/2008	4/15/2008
June	3/21/2008	3/28/2008	4/29/2008	5/13/2008
July	4/25/2008	5/2/2008	5/28/2008	6/17/2008
August	5/23/2008	5/30/2008	6/24/2008	7/15/2008
Sep-Oct	7/11/2008	7/18/2008	8/5/2008	9/9/2008
Nov-Dec	8/29/2008	9/5/2008	9/30/2008	10/21/2008

Road Racer X 2009 Production Schedule

Issue	Space	Material	Sub Ship	Newsstand
Jan-Feb 2009	10/24/2008	10/31/2008	11/25/2008	12/16/2008

Discounts:

Agency: 15% discount. Net due. Visa and Mastercard accepted.

ANY QUESTIONS?**SALES:****SCOTT WALLENBERG****208-321-0037****SCOTTW@RACERXILL.COM****JASON BERRY****304-284-0080****JASONB@RACERXILL.COM****PRODUCTION/DEADLINES:****JULIE KRAMER****304-284-0080 (M-W)****412-720-5923 (TH-F)****JULIE@RACERXILL.COM****Road Racer X, 122 Vista Del Rio Drive, Morgantown, WV 26508****Phone: 304-284-0080 • Fax: 304-284-0081****www.roadracerx.com • www.roadracerx.com/digital**