



**DRAG BOAT REVIEW**

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**2009 ADVERTISING RATES AND MECHANICAL SPECIFICATIONS**

SIZE	1x	3x	6x	11x
<b>Center Spread</b> 21 1/2" x 12 1/2"	\$ 2,050	\$ 1,425	\$ 1,185	\$ 950
<b>Back Cover</b> 10 1/4" x 12 1/2"	\$ 1,000	\$ 750	\$ 625	\$ 500
<b>Inside Front Cover</b> 10 1/4" x 12 1/2"	\$ 930	\$ 695	\$ 585	\$ 450
<b>Inside Back Cover</b> 10 1/4" x 12 1/2"	\$ 800	\$ 600	\$ 500	\$ 400
<b>Full Page</b> 10 1/4" x 12 1/2"	\$ 650	\$ 585	\$ 520	\$ 325
<b>3/4 Page</b> Vertical - 7 5/8" x 12 1/2" Horizontal - 10 1/4" x 9 1/3"	\$ 500	\$ 450	\$ 400	\$ 250
<b>1/2 Page</b> Vertical - 5 1/8" x 12 1/2" Horizontal - 10 1/4" x 6 1/4"	\$ 350	\$ 315	\$ 280	\$ 175
<b>1/3 Page</b> Vertical - 5" x 8 3/8" Horizontal - 10 1/4" x 4 1/8"	\$ 310	\$ 280	\$ 250	\$ 155
<b>1/4 Page</b> Vertical - 5 1/8" x 6 1/4" Horizontal - 10 1/4" x 3 1/8"	\$ 280	\$ 250	\$ 225	\$ 140
<b>1/8 Page</b> Vertical - 2 1/2" x 6 3/8" Horizontal - 5 1/8" x 3 1/8"	\$ 170	\$ 150	\$ 135	\$ 85
<b>Directory (Rate Holder)</b> 2 1/2" x 2 1/2" (b&w only)	\$ 130	\$ 115	\$ 100	\$ 65

**FOUR COLOR PROCESS - ADD:**

Center Spread \$150  
 Full Page \$125    1/3 Page \$ 80  
 3/4 Page \$100    1/4 Page \$ 70  
 1/2 Page \$ 90    1/8 Page \$ 60

**SPOT COLOR - ADD:**

Black + 1 color \$ 50  
 Black + 2 color \$ 80

**DIGITAL REQUIREMENTS:**

**FORMATS:** Macintosh or PC

For 4-color process ads, the use of CMYK color is preferred.

No charge will be assessed for those supplying art via CD, DVD or emailed to [dragboatreviewad@aol.com](mailto:dragboatreviewad@aol.com) or over the internet via FTP. To send files using FTP, please call for file instructions and password.

Any company wanting DBR to design its ad will be charged an initial \$75 for set-up, plus \$30/hour for each hour after the first two hours of design. For best quality, photos should be minimum 200 dpi. Please email all logos, images and text to [dragboatreviewad@aol.com](mailto:dragboatreviewad@aol.com).



**1/8 Page Vertical**  
**2 1/2" x 6 3/8"**

**3/4 Page Vertical**  
**7 5/8" x 12 1/2"**

**Vertical**  
**12 1/2"**

**1/2 Page**  
**5 1/8" x**

**1/2 Page Horizontal**  
**10 1/4" x 6 1/4"**

**Directory**  
**2 1/2" x 2 1/2"**



**1/4 Page Vertical**  
**5 1/8" x 6 1/4"**

**1/8 Page Horizontal**  
**5 1/8" x 3 1/8"**

**3/4 Page Horizontal**  
**10 1/4" x 9 1/3"**

**1/3 Page Vertical**  
**5" x 8 3/8"**

**1/3 Page Horizontal**  
**10 1/4" x 4 1/8"**

**1/4 Page Horizontal**  
**10 1/4" x 3 1/8"**