



DRAG BOAT REVIEW

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2011 ADVERTISING RATES AND MECHANICAL SPECIFICATIONS

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

FOUR COLOR PROCESS - ADD:

Center Spread \$150

Full Page \$125

3/4 Page \$100

1/2 Page \$ 90

1/3 Page \$ 80

1/4 Page \$ 70

1/8 Page \$ 60

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 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.



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"