

2017 Advertising Rates and Mechanical Specifications

drag REVIEW boat



Serving The Drag Boat Racing Community Since 1997



FROM 12-SECOND RIVER RACERS TO 3.8-SECOND TOP FUEL HYDROS,
DRAG BOAT REVIEW IS THE **ONLY** INDUSTRY MAGAZINE EXCLUSIVELY
DEVOTED TO THE SPORT OF DRAG BOAT RACING

1/8 Page Vertical
2 1/2" x 6 3/8"
As low as
\$85/month

3/4 Page Vertical
7 5/8" x 12 1/2"
As low as
\$250/month

1/2 Page Vertical
5 1/8" x 12 1/2"
As low as
\$175/month

1/2 Page Horizontal
10 1/4" x 6 1/4"
As low as
\$175.00/month

Directory
2 1/2" x 2 1/2"
As low as
\$65/month

1/4 Page Vertical
5 1/8" x 6 1/4"
As low as
\$140/month

1/8 Page Horizontal
5 1/8" x 3 1/8"
As low as
\$85/month

3/4 Page Horizontal
10 1/4" x 9 1/3"
As low as
\$250/month

1/3 Page Vertical
5" x 8 3/8"
As low as
\$155/month

1/3 Page Horizontal
10 1/4" x 4 1/8"
As low as
\$155/month

1/4 Page Horizontal
10 1/4" x 3 1/8"
As low as
\$140/month





DRAG BOAT REVIEW
 P O Box 714 • Eufaula OK 74432
 Phone 1.800.969.6397
 Fax 1.918.473.0737
 bstokes@dragboatreview.com
 www.dragboatreview.com

2017 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:

For 4-color process ads, please use CMYK format.
 No charge will be assessed for those supplying art via thumbdrive, DVD or emailed to dragboatreview@aol.com.
 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.

