

GENERAL ADVERTISING RATES

EFFECTIVE JANUARY 2015 ISSUE

PAGE RATE	4 COLOR
Full Page	\$125,395
2/3 Page	\$97,810
1/2 Page*	\$81,510
1/3 Page**	\$62,700

COVERS	
2nd Cover	\$145,460
3rd Cover	\$137,935
4th Cover	\$158,000

NOTE: All rates are gross.

ISSUE AND CLOSING DATES

1. Published monthly by Hearst Magazines.
2. Issued approximately the first Tuesday of the month preceding cover date.
3. Space closes approximately the 15th of the second month preceding cover date. Insertion orders must be received by the publisher by the 15th of the second month preceding the cover date. When the 15th falls on a weekend or holiday, the space closing date or material due date will revert to the preceding working day.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying, at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class) and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPECIAL POSITIONS (NON-CANCELLABLE) Add 10% to earned rates.

SPLIT RUN ADVERTISING Split runs are available. Rates upon request.

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION

Member of the Audit Bureau of Circulations. Subscriptions \$13.00 per year. Single copy price \$4.99 U.S., \$5.99 Canada.

* Half page horizontal only

** Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break. For the full terms and conditions please refer to the General Conditions within the Road and Track media kit at www.roadandtrackmediakit.com