



# ADVERTISING RATES 2019

4-COLOR	RATES
FULL PAGE	\$143,780
2/3 Page	\$112,150
1/2 Page (horizontal only)	\$93,460
1/3 Page**	\$71,890
Cover 2	\$166,785
Cover 3	\$158,160
Cover 4	\$181,165

## ISSUE AND CLOSING DATES

Published 10 times a year by Hearst Magazines.

Issued approximately the first Tuesday of the month preceding cover date.

Space closes the Monday approximately seven weeks prior to on-sale date.

Space and material extensions are granted on a case-by-case basis.

## 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-CANCELABLE) 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 Alliance for Audited Media. Subscriptions \$15.00 per year. Single-copy price \$5.99 U.S., \$6.99 Canada.

\*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 & Track media kit at [www.roadandtrackmediakit.com](http://www.roadandtrackmediakit.com).