



ONLINE AD RATES

ONLINE ADVERTISING RATES

Rate Card #15. Rates effective with the January 2008 issue.

These online rates are applicable only to those advertisers who conduct a retail business direct to consumers. The publisher has the right to determine which advertisers qualify for the display rate. Online advertisements are subject to ad banking.



SCCA.com

Leaderboard 728x90:
\$298.00 all pages
\$100.00 for individual pages

Full Banner 468x60:
\$175.00 all available pages
\$100.00 for individual pages

Square 160x160:
\$225.00 all available pages

Skyscraper Banner 160x491:
\$225.00 all available pages
\$100.00 for individual pages



www.myracer.com and www.myscca.com

Full Banner: \$125.00 all pages 468x60
Square Flash Media Banner: \$250.00 on all available pages 300x250
Skyscraper Banner: \$150.00 on all available pages 120x600



www.racer.com and www.sportscarmag.com

Full Banner: \$125.00 all pages 468x60
Skyscraper Banner \$150.00 all pages 120x600
Side Button: \$50.00 all pages 120x60

Please note that not all banner space is available on all pages.
All rates are NET.
Rates are based on a 30 day cycle.

Package rate:

Option 1
Leaderboard on SCCA.com and Full Banner on RACER.com, SportsCarMag.com, MyRACER.com and MySCCA.com \$650.00 for a 30 day cycle.

Option 2
Full Banner on SCCA.com, RACER.com, SportsCarMag.com, MyRACER.com, and MySCCA.com \$550.00 for a 30 day cycle.

MATERIAL SPECIFICATIONS

We accept the following digital files: JPEG, GIF, SWF. Files should be submitted in RGB color mode at 72dpi.

MEDIA

We prefer upload to FTP or direct email. Call for more information.

PROOFING

We require one digital proof from the digital file being sent.

PUBLISHER SERVICES

Design and mechanical costs to publisher for desktop publishing, AAs, etc., are billed to advertiser at cost plus 15% service charge. Matched color available.

CANCELLATION POLICY

Changes or cancellations must be made on/before the space reservations deadline for applicable issue in writing. Unless otherwise scheduled, contracted advertisers who wish to submit new materials must do so by the materials deadline or ad will run as published in previous issue. Short rate will be charged for all incomplete contracts.

See reverse side for billing information.

RACER TOLL-FREE: (800) 722-7140
Outside USA and Canada: (949) 417-6700 · Fax: (949) 417-6116

DISPLAY AD RATES & DATA

continued

BILLING INFORMATION

AGENCY COMMISSION

Fifteen percent of gross billing to recognized advertising agencies on space, color and position. Mechanical charges are non-commissionable.

TERMS

Net 30 days upon billing. Credit must be approved before credit terms are applicable. Otherwise, cash must accompany materials after space is reserved. A 100% deposit is required of all first-time advertisers and is due by the materials deadline.

ISSUE AND CLOSING DATES

FREQUENCY OF PUBLICATION

Published monthly by Haymarket Worldwide Inc., 16842 Von Karman Avenue, Suite 125, Irvine, CA 92606.

ISSUE DATE

Issued approximately 20 days prior to the first day of the month of issue.

CLOSING DATE

Approximately first week of the month two months prior to cover date (see editorial calendar). No cancellations after space reservations closing date. If written space reservation is received prior to closing date, copy will be accepted through the seventh day following closing.

GENERAL INFORMATION

PUBLISHER

All advertisements are subject to acceptance by publisher. Publisher not responsible for advertising materials left one month after publication date.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

All advertisements are accepted and published on the representation that agency and advertiser are authorized to publish the entire contents and subject matter thereof. The advertiser and agency will indemnify and hold the publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits from libel, violation of right of privacy, plagiarism or copyright infringement.

Publisher shall not be subject to any liability whatsoever for failure to publish or circulate all or any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstance outside the control of the publisher. If for any reason an acceptable advertisement is not run, the liability of the publisher is limited to running it in the next available issue.

Publisher is not responsible for errors in key numbers or other type set by the publisher. Publisher reserves the right to change rates at any time.