

# PRI 2020 ADVERTISING RESERVATION CALENDAR

## JANUARY

AD CLOSE 11/13  
ARTWORK DUE 11/19

### FEATURES:

- Drag Racing Market
- SPECIAL REPORT: Tariffs
- Camshafts - PRODUCT FOCUS
- TECH SUPPORT: CAD/CAM
- Data Acquisition & Video Logging
- Carburetors
- Grassroots Endurance Racing
- Crate & Spec Engine Rebuilding
- Racing Business Profile

### COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

## APRIL

AD CLOSE 2/13  
ARTWORK DUE 2/19

### FEATURES:

- Modified Market
- SPECIAL REPORT: Safety - PRODUCT FOCUS
  - \* Drivers' Safety \* Vehicle Safety
  - \* Heat Suppression & Fire Protection
  - \* Scientific/Medical Advances \* Race Track Safety
- TECH SUPPORT: LS Engines
- Machine Tooling, Cutters & Abrasives
- Racing Business Profile

### COLUMNS:

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## JULY

AD CLOSE 5/14  
ARTWORK DUE 5/20

### FEATURES:

- Drift/Import/Tuner Market
- SPECIAL REPORT: Employee Relations
- Gaskets - PRODUCT FOCUS
- TECH SUPPORT: Cylinder Head Development
- Top Drawer of the Tool Box
- Cooling Components
- Vintage Racing Market
- Batteries, Starters & Alternators
- Racing Business Profile

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## OCTOBER

AD CLOSE 8/19  
ARTWORK DUE 8/25

### FEATURES:

- Off-Road Market (UTV sidebar)
- SPECIAL REPORT: PRI Trade Show Preview
- Exhaust Components - PRODUCT FOCUS
- TECH SUPPORT: Fuel Systems
- Youth Racing Market: Karting
- Tool Boxes & Pit Carts
- Truck & Tractor Pulling Products
- Sponsorship Marketing
- Racing Business Profile

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## FEBRUARY

AD CLOSE 12/13  
ARTWORK DUE 12/19

### FEATURES:

- Stock Car Market
- SPECIAL REPORT: PRI Trade Show Rewind
- Suspension Components - PRODUCT FOCUS
- TECH SUPPORT: Coatings
- Dynos
- Power Adders
- Rally/Rallycross
- Shop Management
- Racing Business Profile

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## MAY

AD CLOSE 3/13  
ARTWORK DUE 3/20

### FEATURES:

- Sprint Car & Midget Market
- SPECIAL REPORT: Social Media
- EFI - PRODUCT FOCUS
- TECH SUPPORT: Valvetrain Pt. 1
- Race Brakes
- Plumbing Products
- Small Tire Drag Racing
- 3D Printing
- Racing Business Profile

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## AUGUST

AD CLOSE 6/17  
ARTWORK DUE 6/23

### FEATURES:

- Machinery Row Preview
- SPECIAL REPORT: Economics of Racing
- Diesel Market - PRODUCT FOCUS
- TECH SUPPORT: Oil Systems
- Shop Tools
- Connecting Rods
- Autocross Market
- Shipping Solutions
- Racing Business Profile

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## NOVEMBER

AD CLOSE 9/16  
ARTWORK DUE 9/22

### FEATURES:

- SPECIAL REPORT: PRI Trade Show Guide
- Event Schedule • Exhibitor Listing • Indianapolis City Guide
- Business Services - PRODUCT FOCUS
- Featured Products Showcase
- Keynote Q&A • Race Team Profile
- Racing Business Profile • International Report
- Engine Technology Update • Business Operations Primer
- Sales & Marketing Strategies
- Race Tracks & Sanctions Snapshot

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## MARCH

AD CLOSE 1/16  
ARTWORK DUE 1/22

### FEATURES:

- Sports Car Market
- SPECIAL REPORT: Racing Business Survey
- Pistons - PRODUCT FOCUS
- TECH SUPPORT: Chassis Construction/Welding
- Race Wheels
- Cylinder Head Prep Equipment
- EV Racing
- Communications
- Racing Business Profile

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## JUNE

AD CLOSE 4/15  
ARTWORK DUE 4/21

### FEATURES:

- Dirt Late Model Market
- SPECIAL REPORT: eSports
- Race Fluids - PRODUCT FOCUS
- TECH SUPPORT: Valvetrain Pt. 2
- Drivelines
- Engine Blocks, Main Caps & Bearings
- Parts Cleaning Equipment
- Motorsports Education
- Racing Business Profile

### COLUMNS:

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## SEPTEMBER

AD CLOSE 7/16  
ARTWORK DUE 7/22

### FEATURES:

- Street/Strip Market
- SPECIAL REPORT: Racer Survey
- Sensors - PRODUCT FOCUS
- TECH SUPPORT: Chassis Setup Equipment
- PRI Show Trailer Preview (Graphics & Wraps, Trailer Accessories & Tie-downs sidebars)
- Crankshafts
- Intake Manifolds
- WDs
- Racing Business Profile

### COLUMNS:

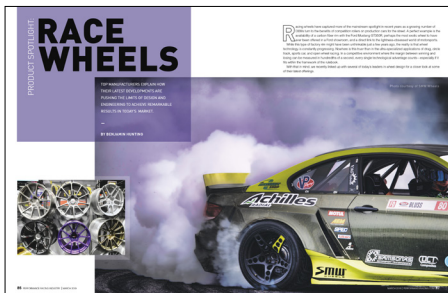
- Sponsor Spotlight • Better Business • Social Status

## DECEMBER

AD CLOSE 10/14  
ARTWORK DUE 10/20

### FEATURES:

- Annual PRI Direct Buyers Guide
- Directory Of Manufacturers & Distributors
- Updated Supplier Contact Information & Web Addresses
- Thousands Of Product & Service Categories
- 2021 Product Preview
- Sanctioning Body Data
- Manufacturers Reps Listing
- Warehouse Distributors Index



**ADVERTISING RATES**

- All ad rates include 4-color.
- Advertising rates are effective January 2020 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 12-time, 6-time and 3-time frequency rates must be signed and returned to PRI.
- All orders noncancelable after closing date.
- Minimum rate holder is 1/12 page.
- A signed contract and/or an acknowledgement MUST be on file with PERFORMANCE RACING INDUSTRY in order to run an advertisement.

	1-TIME*	3-TIME	6-TIME	12-TIME
<b>FULL PAGE</b> .....	\$4,080	\$3,835	\$3,570	\$3,325
<b>2/3 PAGE</b> .....	\$3,185	\$2,925	\$2,780	\$2,420
<b>1/2 PAGE</b> .....	\$2,620	\$2,465	\$2,285	\$2,035
<b>1/3 PAGE</b> .....	\$2,025	\$1,905	\$1,735	\$1,520
<b>1/4 PAGE</b> .....	\$1,345	\$1,265	\$1,170	\$965
<b>1/6 PAGE</b> .....	\$1,125	\$1,060	\$970	\$855
<b>1/12 PAGE</b> .....	\$350	\$330	\$295	\$235

**COVER RATES**

- Noncancelable 30 days prior to closing date.
- Cover rates include 4-color

	1-TIME	6-TIME	12-TIME
<b>INSIDE FRONT</b> .....	\$5,280	\$4,770	\$4,130
<b>INSIDE BACK</b> .....	\$5,560	\$4,630	\$4,060
<b>BACK</b> .....	\$5,840	\$5,090	\$4,460

**BUYERS GUIDE TAB PAGE RATES**

TAB PAGE ..... \$5,250 gross

**CLASSIFIEDS RATES**

	1-TIME	3-TIME	6-TIME
<b>PER COLUMN INCH</b> .....	\$65	\$60	\$55

- Up to 4 BOLD FACED words free. Extra words \$0.25 each.

**AGENCY & CASH DISCOUNTS**

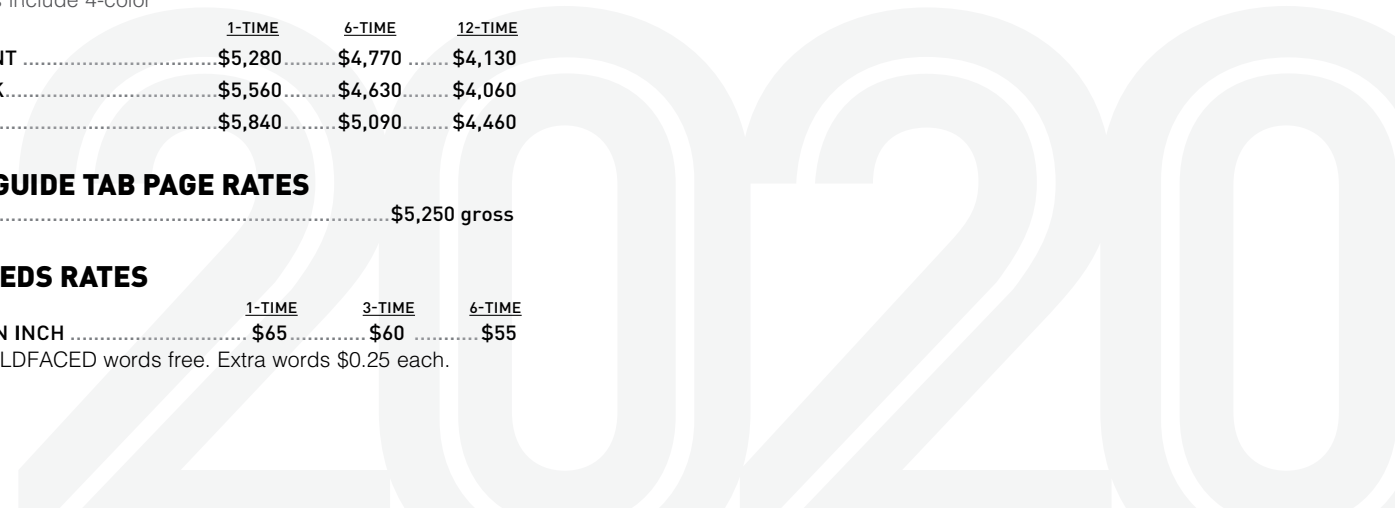
- 15% discount to recognized agencies. All orders accepted subject to publisher's credit requirements. Production charges are not subject to agency commission or cash discount.

**FURNISHED MATERIALS**

- Pre-printed inserts and belly bands will require a non-refundable 50% deposit to hold the advertising space reservation. The deposit is due five business days after the insertion order is written, along with the signed order acknowledgement. If the advertiser does not fulfill all of these requirements to secure the space reservation, the space will be forfeited immediately and offered to the next interested party.
- Inserts of four or more pages are discounted 50% off earned rate plus a binding charge. Contact an advertising sales manager for a binding charge quote for all issues. Quantity and shipping instructions available on request.

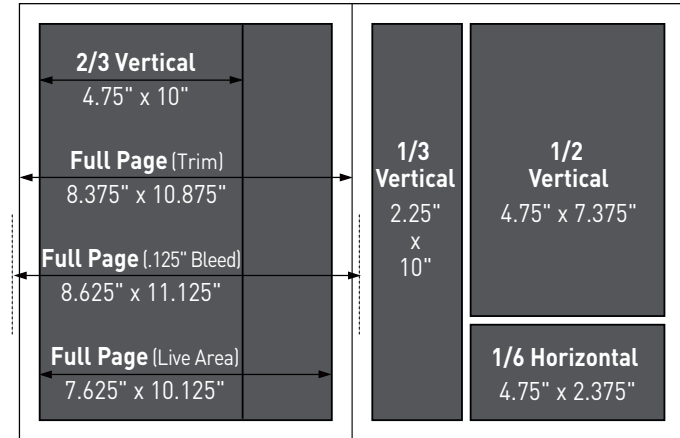
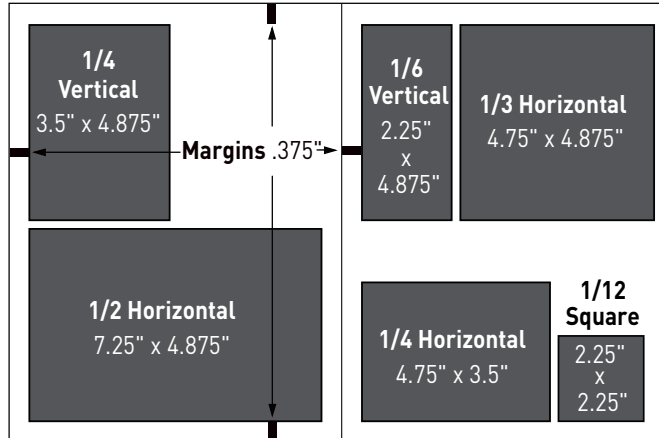
**CREDIT APPLICATIONS**

- All new advertisers are required to complete and return a credit application. Advertisements for new advertisers will NOT be run until the credit application has been received AND approved by PERFORMANCE RACING INDUSTRY.



## SIZE SPECIFICATIONS

AD SIZES	Width	Height
<b>SPREAD</b>		
(trim size) .....	16.75"	10.875"
(with .125" bleed).....	17.0"	11.125"
<b>FULL PAGE</b>		
(trim size).....	8.375"	10.875"
(live image area).....	7.625"	10.125"
(with .125" bleed).....	8.625"	11.125"
2/3 VERTICAL .....	4.75"	10.0"
1/2 HORIZONTAL .....	7.25"	4.875"
1/2 VERTICAL.....	4.75"	7.375"
1/3 HORIZONTAL .....	4.75"	4.875"
1/3 VERTICAL.....	2.25"	10.0"
1/4 HORIZONTAL.....	4.75"	3.50"
1/4 VERTICAL .....	3.50"	4.875"
1/6 HORIZONTAL .....	4.75"	2.375"
1/6 VERTICAL.....	2.25"	4.875"
1/12 SQUARE .....	2.25"	2.25"



## PRINTING SPECIFICATIONS

- **Printing:** Web Offset; 4-color process (CMYK).
- **Line Screen:** 175-line.
- **Trim size:** 8.375" wide x 10.875" high. Keep all live matter .375" from outside trim and gutter.
- **Bleed:** Only permitted on full page, spread, and tab pages. Must extend .125" beyond trim size on all sides and include printer's trim marks.
- **Spreads:** Account for gutter (inside margin) when running type and art across left- and right-hand pages.
- **Please Note:** Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Design assistance is subject to hourly charge.

## AD PREPARATION

**PERFORMANCE RACING INDUSTRY** requires that all ad files be submitted as single-page, high-resolution PDF, or PDFx1a files. For multiple ads, send each ad in a separate PDF file.

- **Document Set Up:** Do not build ad on default paper size of 8.5 x 11. Set the document page size to match PRI's ad trim size exactly.
- **Export PDF:** Use PDFx1a settings.

## PDF PRODUCTION REQUIREMENTS

- **Color:** Must be sent in CMYK format. **No RGB files** accepted. Color

accuracy is the responsibility of the advertiser and will be held to GRACoL/SWOP standards. B&W art must be sent in Grayscale or Bitmap format.

- **Images:** Minimum resolution of 300 ppi (color or grayscale files) and 1200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 ppi). Never resample up images, rather scan at high resolution to start. If using image compression, use only maximum quality or lossless compression.
- **Fonts:** Embed all fonts in PDF file.
- **PROOFS:** It is highly recommended that a GRACoL/SWOP certified color profile be applied to the ad. PRI will assume supplied materials are in compliance with current industry specifications.

PRI does not accept responsibility for reproduction or color matching if not using an approved color profile. Printer will match color on press as closely to color profile as Web Offset printing allows.

## AD SUBMISSION

- Email your ad to [production@performanceracing.com](mailto:production@performanceracing.com)
- For your protection, we will preflight your ad in preparation for printing. If there are any errors, you will be sent an email and given the opportunity to correct them.
- Your PRI ad files will be stored for two years at no charge. Two years from the date of your original ad submission your ad file will be removed from our archives. If you require other storage arrangements please contact the production manager.

