

ADVERTISING INFORMATION

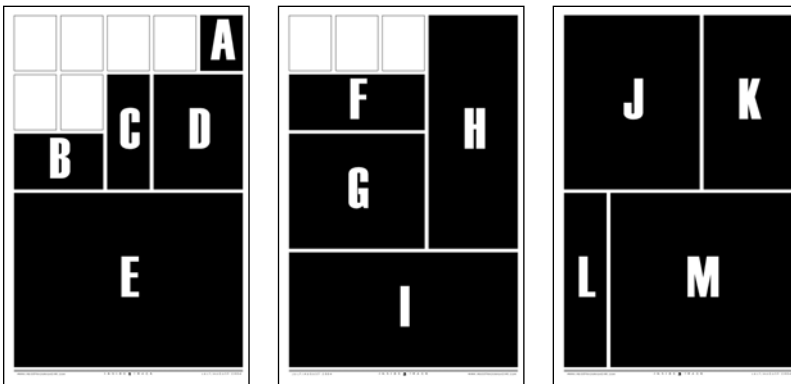
Reach thousands of Northwest readers with Inside Track

In 2014, Rattlesden Productions celebrated the 20 year milestone since **Inside Track** magazine was first launched with its debut issue in June of 1994. **Inside Track** quickly became a popular source of motorsports features, highlighting the racing community in Washington, Oregon and Idaho.

In 2006, Rattlesden Productions introduced **ITWeekly** as a convenient place for our Northwest readers to find race summaries and timely motorsports information from throughout region.

Inside Track and **ITWeekly** are now published together, bringing Northwest drivers and race fans the region's best motorsports action and driver features together in one clean, professional package. At Rattlesden Productions, our goal remains consistent: *To produce publications that the region's tracks and racing associations are proud to be a part of.*

You can tap into our family of readers by advertising in **Inside Track**. We strive to produce high-impact ads at affordable rates — an easy way to reach thousands of Northwest drivers and race fans on the pages of **Inside Track**!



Common Ad sizes

Cols x Rows	Dimensions	B/W Price
A 1 x 1	10p6 (1.75") x 13p9 (2.292")	\$.20
B 2 x 1	22p (3.667") x 13p9 (2.292")	\$.40
C 1 x 2	10p6 (1.75") x 28p5 (4.738")	\$.40
D 2 x 2	22p (3.667") x 28p5 (4.738")	\$.80
E 5 x 3	56p6 (9.417") x 43p1 (7.181")	\$.300
F 3 x 1	33p6 (5.583") x 13p9 (2.292")	\$.60
G 3 x 2	33p6 (5.583") x 28p5 (4.738")	\$.120
H 2 x 4	22p (3.667") x 57p9 (9.625")	\$.160
I 5 x 2	56p6 (9.417") x 28p5 (4.738")	\$.200
J 3 x 3	33p6 (5.583") x 43p1 (7.181")	\$.180
K 2 x 3	22p (3.667") x 43p1 (7.181")	\$.120
L 1 x 3	10p6 (1.75") x 43p1 (7.181")	\$.60
M 4 x 3	45p (7.5") x 43p1 (7.181")	\$.240
Full Page 5 x 6	56p6 (9.417") x 87p1 (14.514")	\$500

ADVERTISING SPECS

Advertising is based on **5x6** modular sizing on tabloid pages. Rattlesden Productions reserves the right to censor, reject, alter or refuse any advertisement.

Camera-ready advertising should be submitted as a high-resolution JPG or PDF file at the proper size, for printing at **100-133 lines per inch** and output at the correct size (Incorrectly sized ads may be altered to fit format.) A chart with the exact dimensions of many popular ad sizes is included at left. Dimensions for all possible ad sizes and downloadable/ printable templates (both pdf and jpg) are available through the advertising page on our company website: www.insidetrackmagazine.com

- ★ All information in advertisements should be checked on the ad proof. By accepting the ad proof the advertiser assumes full and complete responsibility for advertising content. Rattlesden Productions accepts no responsibility for typographical errors or failure of an ad to run. In some cases, a bill for advertising may be presented at the time the proof is accepted.

GRAPHIC SERVICES

Rattlesden Productions is capable of designing and altering company logos and artwork for advertising. Photographs may be scanned and touched up by computer. There is no charge for reasonable graphic work performed to produce advertising in **Inside Track**.

SPECIAL REQUESTS

Every effort will be made to honor position requests. However, mechanical and editorial considerations may take precedence. Every effort will be made to publish advertisements in the issues requested. If an advertisement cannot run (due to emergencies, acts of nature, etc.), Rattlesden Productions shall not be held liable for damages.