

MOTORSPORTS TRADE SHOW EDITION

Publication Date: Tuesday, January 18th Issue No. 3
Prime Location Closing Date: Wednesday, January 12
FINAL DEADLINE: Monday, January 17th



Added circulation edition that contains bonus information about the 26th Annual **MOTORSPORTS 2011** race car show presented by VP's SEF Small Engine Fuels being held that weekend at the Greater Philadelphia Expo Center in Oaks, PA. Thousands of promotional copies are given away at the AARN booth at the show. Many exhibitors advertise their show specials in this edition. Motorsports 2011 will be held Jan. 21, 22, 23, 2011.

**TRAILER/HAULERS & SAFETY EQUIPMENT
FLORIDA SPEEDWEEKS EDITION**

Publication Date: Tuesday, February 15th Issue No. 7
Prime Location Closing Date: Wednesday, February 9th
FINAL DEADLINE: Monday, February 14th

A Special Edition providing information on Race Car Trailers/Haulers and Driver Safety. The edition is planned at a time when teams are contemplating buying a new trailer and drivers are ready to purchase new safety equipment for the upcoming season. The Pull-out is inserted in total AARN circulation this week, including papers distributed during Speedweeks in Florida. Capitalize on the added circulation!

**2011 SEASON PREVIEW /
SCHEDULE EDITION**

Publication Date: Tuesday, April 5th Issue No. 14
Prime Location Closing Date: Friday, March 30th
FINAL DEADLINE: Monday, April 4th

A true season's preview! To complement our famous pull-out and save schedule edition, this year's paper will also have special preview stories on many area tracks, divisions and series giving our readers a taste of what the season ahead holds. Making one of our most popular editions even better!

The special racing schedule pull-out edition will once again feature track schedules of over 150 tracks and organizations. The publication date corresponds with openings of many of the northeast tracks which adds to readership. Many race teams and fans use this edition throughout the year to plan their racing schedule.

MEMORIAL DAY

Publication Date: Tuesday, May 24th Issue No. 21
Prime Location Closing Date: Wednesday, May 18th
FINAL DEADLINE: Monday, May 23rd

School is nearly out and racing is about to kick into high gear. Many special holiday events add up to extra exposure for advertisers.

JULY 4th WEEKEND

Publication Date: Tuesday, June 28th Issue No. 26
Prime Location Closing Date: Wednesday, June 22nd
FINAL DEADLINE: Monday, June 27th

The summer racing season is red hot with racing nearly every night of the week. Track sales of AARN are at their peak. Newsstands find it hard to keep on the shelves.

MID-SUMMER EDITION

Publication Date: Tuesday, July 26th Issue No. 30
Prime Location Closing Date: Wednesday, July 20th
FINAL DEADLINE: Monday, July 25th

Many big money races are about to be run. Area Auto has complete coverage of all events.

LABOR DAY WEEKEND

Publication Date: Tuesday, August 30th Issue No. 35
Prime Location Closing Date: Wednesday, August 24th
FINAL DEADLINE: Monday, August 29th

The last big holiday of the summer gets fans and race teams alike thinking ahead to the big events the Fall season will bring. Advertising for late season is perfect for this edition.

DIRT WEEK SPECIAL

Publication Date: Tuesday, October 4th Issue No. 40
Prime Location Closing Date: Wednesday, Sept. 28th
FINAL DEADLINE: Monday, October 3rd

Largest annual edition of the year contains many, many stories on Northeast Race Teams gearing up for the large year end Sprint Car & Late Model races. As well as the Dirt Modifieds biggest stars headed to Super Dirt Week in Syracuse, NY. Large extra sales edition with many promotional copies given away as a bonus at various speedways! Reserve space early for best locations. The 2010 edition was over 100 pages! This is the most read issue of the year, advertisers get the most for their money in this one.

RACE CAR BUILDER'S GUIDE

Publication Date: Tuesday, November 15th Issue No. 46
Prime Location Closing Date: Wednesday, November 9th
FINAL DEADLINE: Monday, November 14th

32nd annual edition of a special pull-out section devoted solely to the racing manufacturers, builders and suppliers. Edition is planned at a time when race



teams are contemplating buying equipment for the next season. Extra copies are used as promotional giveaways at several trade shows. Those who want to hit the racer's market should not miss this one.

CHRISTMAS BUYERS GUIDE

Publication Date: Tuesday, November 22nd Issue No. 47
Prime Location Closing Date: Wednesday, November 16th
FINAL DEADLINE: Monday, November 21st

Edition is published when race fans are looking for the right Christmas gift for friends and relatives in auto racing, leaving enough time for ordering and delivery. Many wives shop for their husbands and buy them that special racing gift out of the pages of this special edition. A must for advertisers who depend on the holiday season.

CHRISTMAS/YEAR-END WRAP-UP

Publication Date: Tuesday December 13th Issue No. 50
Prime Location Closing Date: Wednesday December 7th
FINAL DEADLINE: Monday, December 12th

Final edition of the year. Contains point standings from the past season along with many Christmas and New Years Wishes. A great edition to use to thank all those who helped support your firm during the year. Special ad rates available to all who send a holiday greeting in this edition. Winter indoor racing events to mall shows you'll get the complete scoop in this edition.