



# ***Area Auto*** ***Racing News***

## **2011 Media Guide**

Paul Arch Photo

- ESTABLISHED IN 1963 -

609-888-3618 • [aarn.com](http://aarn.com) • 609-888-2538 (Fax)

# **Area Auto** *Racing News*

**RACING NEWS  
SINCE 1963**

The Area Auto Racing News began publication in the summer of 1963 as a four page tabloid. For over 40 years the paper has set the standard as a leader in weekly racing publications. Area Auto was the first with weekly front page color photos, a tradition that carries on today close to 50 years later.

The paper was established by founder Leonard J. Sammons Jr. A true race fan at heart, he wanted to close a void in coverage for the local short track racers. From his dreams developed the first ever regional racing paper in the country.

Today, the Area Auto Racing News continues to pride itself on its coverage of the short track racer in the northeast. Well over 100 speedways from Ohio east and Virginia to New England are found with both written race results and photo coverage.

National news is not forgotten. A nationally known journalist covers up to the minute NASCAR Sprint Cup news weekly backed up by an award winning photo staff. All other major series of NASCAR are covered as well along with **IRL, NASCAR Whelen Modified Tour & K&N Pro Series, ALL STARS, WORLD OF OUTLAWS SPRINTS & LATE MODELS, UMP, USAC, USAR, NHRA, DIRT, URC, ESS, ARDC, ASCS, WKA** and other national and regional traveling series.

What makes the Area Auto Racing News even more special is views shared from well over 20 columnist who speak their mind and bring the readers closer to the action. The columnist are respected in the Industry for their views, insights and opinions.

Combine the local and national news, the columns and over 150 photos and you have Area Auto Racing News. Second generation publisher/editor Lenny H. Sammons organizes the weekly efforts that average nearly 80 pages a week. Special editions focus on specific topics or big events. The specials increase circulation and drive page numbers as high as 108. Our Readership is so eager to receive the paper that the earliest deadline of any racing paper in the country is followed. The paper is 100% completed on Monday night. By 12 noon on Tuesday the presses are running and by 6 p.m. all copies have been delivered by carrier to one of New Jersey's major post office sectional centers - on their way to the readers.

So whether it be the driver, mechanic, team owner, fan, promoter, press member or the corporate sponsor AARN reaches them all.

**Area Auto Racing News**

**2829 South Broad Street, Trenton, New Jersey 08610**

**web-site - aarn.com**

**Phone 609-888-3618 - Fax 609-888-2538**

**Lenny H. Sammons, Publisher & Editor - email: lhs@aarn.com**

**Earl Krause & Jerry Reigle, Assistant Editors - news email: news@aarn.com**

**Danny Sammons, Advertising Director - email: danny@aarn.com**

**Tim Hogue, Advertising Sales - email: tim@aarn.com**



# GENERAL INFORMATION

## CLOSING DATES

Closing dates for orders, 4:00 p.m. (EST) on Monday preceding date of publication.  
Earlier closing date for prime advertising locations.

## COPY REGULATIONS

- Depth of Column - 12-3/4"
- Width of Page - 6 Columns Wide 10" or 60 picas
- Single column width - 1.576 inches or 9p5.5 picas; 2 columns - 3.264"/19p7 picas; 3 columns - 4.95"/29p8 picas
- 100 Line Screen Halftones Required On All Repro & Veloxes
- Artwork To Be Received Friday Prior To Publishing Date
- Film Negatives not accepted
- Minimum Ad Size 4 Column Inches

## ART/ELECTRONIC PRE-PRESS GUIDELINES

### **PDF & EPS Requirements (#1 Choice)**

Ads should be exported as .pdf, .or eps files with all fonts and images embed (in photoshop embedding photos and fonts is termed "flattening" and it's found under layers). Please send image at 100% of size ad you desire. Most programs ads are designed with have the ability to save artwork as an ".pdf" or ".eps" file. When both the fonts and photos are embed or flattened it "insures you get the same ad sent to us and it's formatted in a smaller file that can easily be emailed. PDF or EPS are our first choice but we do accept TIFF (larger file) or JPEG (smaller file with often less quality). DPI (Dots per inch) should be a minimum of 300 dpi to a max of 600 dpi. These are locked files, we can not make changes. Email address for ads is ads@aarn.com.

### **Formats and Applications**

Presently we support the following applications on the Macintosh

- Quark Xpress 7.0 • Adobe Photoshop CS3 • Adobe Acrobat CS3

### **Quark Requirements**

Please include an actual size hard copy of your file and a directory of the file. This provides us with a back-up if we cannot output your disk. Please include all artwork, photos and fonts used in the file on the disk. All photos should be in either .eps, .tiff or .jpg format. Photos should have a resolution of at least 150 dpi, but not higher than 300 dpi. Web resolution of 72 dpi is not sufficient. All color photos or artwork should be done in CMYK format. We do accept, but do not prefer, files created in Quark. Files sent in PDF or EPS formats are preferred. We cannot open files sent in Freehand, Pagemaker, Powerpoint or Corel Draw.

If possible, please send files on the following digital media:

- CD / DVD • E-Mailed via PDF File to ads@aarn.com.

Mailing Address: Area Auto Racing News, 2829 South Broad Street, Trenton, NJ 08610

Do not send Quark files by email.

### **Email Transmission**

AARN's email address to send ads is ads@aarn.com

Advertising Sales please contact Tim Hogue at tim@aarn.com.

Advertising Director Danny Sammons' personal email address is danny@aarn.com.

- Emailed files must conform to above guidelines.
- Make sure to include date of insertion and contact phone number in message window in case of transmission difficulties.

Please contact our Advertising Sales Manager, Tim Hogue at (609) 888-3618 or tim@aarn.com after files have been emailed to confirm that it has been received along with size, cost and insertion plans



# SPECIAL DISCOUNTS

These Ads May Be Billed  
On A Monthly Basis

## RATE HOLDER/BUSINESS DIRECTORY

**B&W**

(Commissionable)

These ads are formatted after your basic yellow page advertisements, in classified ad section toward rear of paper. These bordered ads are an inexpensive way to keep your name out there and show what services you offer. Ads must be run in consecutive weeks with minimal to no changes done within your contracted period.

Size	6 Weeks Per Week - Total	12 Weeks Per Week - Total	25 Weeks Per Week - Total	50 Weeks Per Week - Total
1-1/2" x 1"	\$11.00/\$66.00	\$10.25/\$123.00	\$9.50/\$237.50	\$8.75/\$437.50
1-1/2" x 1-1/2"	\$16.50/\$99.00	\$15.25/\$183.00	\$14.25/\$356.25	\$13.00/\$650.00
1-1/2" x 2"	\$22.25/\$133.50	\$20.50/\$246.00	\$19.00/\$475.00	\$17.00/\$850.00
1-1/2" x 3"	\$33.25/\$199.50	\$30.75/\$369.00	\$28.25/\$706.50	\$25.75/\$1,287.50
3-1/4" x 2"	\$44.25/\$265.50	\$41.00/\$492.00	\$37.50/\$937.50	\$34.00/\$1,700.00
3-1/4" x 2-1/2"	\$55.50/\$333.00	\$51.25/\$615.00	\$47.25/\$1,181.25	\$42.75/\$2,137.50
3-1/4" x 3"	\$66.50/\$399.00	\$61.50/\$738.00	\$56.75/\$1,418.75	\$51.25/\$2,562.50

## MULTIPLE AD RUNS (Commissionable)

To receive this rate ads must be camera ready or be a repeat of original with no changes in copy.

Size	1 Time	6 Times Save 10%	12 Times Save 15%	25 Times Save 20%	50 Times Save 25%
1/8 Page	\$175.00	\$157.50	\$148.75	\$140.00	\$131.25
1/4 Page	\$320.00	\$288.00	\$272.00	\$256.00	\$240.00
1/3 Page	\$410.00	\$369.00	\$348.50	\$328.00	\$307.50
1/2 Page	\$565.00	\$508.50	\$480.25	\$452.00	\$423.75
Full Page	\$865.00	\$778.50	\$735.25	\$692.00	\$648.75
4-Color Full	\$1,225.00	\$1,102.50	\$1,041.50	\$980.00	\$918.75

## AGENCY DISCOUNT

15% Commission is offered from prices above for recognized AARN agency supplying camera-ready copy and paying for advertisement in full within 60 days of invoice date. Otherwise, no agency commission will be granted. No Commissions given on classified ads. Publisher's decision is final on agency recognition. All advertisements are billed at gross rate allowing recognized agencies to subtract 15% commission

## CLASSIFIEDS (Non Commissionable)

SAVE 10% BY PLACING  
CLASSIFIED ON AARN.COM

Over five full pages of weekly classifieds are printed in the back portion of each edition. The same classifieds run at no additional charge on our web-site aarn.com. Rates are based on the amount of words with discounts for multiple insertions. Rate chart is found in the back of each edition or can be made available by FAX. A discount is given if the classified is ordered on line at the web-site. Classified sections include Race Cars, Parts/Engines, Trailers, Tow Vehicles, Services, Wanted, Collectibles, Shop Equipment, Positions, Tickets, Videos/Photos, Personals and Miscellaneous. It's easy to see the amount of racers that read the Area Auto Racing News by following the amount of teams that use the Classifieds to sell used items, and they do sell! Wrapped around the Classified section each week are the Business Directory Advertisements. Classified ad deadline is 12:00 Noon (EST) on Friday preceding publication. Visa, MasterCard, Discover Card and American Express is accepted along with check or money order when classified is sent by mail. All classifieds must be paid in advance.

### ADD COLOR TO YOUR AD

\$125.00 For One Color -  
Red, Yellow Or Blue

Add An Additional \$400. To Ad Cost  
For 4-Color Process Printed Ads.  
(Full Color Advertisements)

### FURNISHED INSERTS

Prices Available Upon  
Request  
Minimum Insert Size  
8-1/2" x 11"



# Single Time Rate 2011 Advertising Rates

**PRICE PER COLUMN INCH**  
 Minimum 4 Column Inches - \$17.50 col. in.  
*Special Discount Rates for Larger Sizes  
 Outlined on this Page*

**3 COL X 9"**  
 4.944" W X 9" L

**1/3 PAGE**  
 B&W - \$410.00  
 4-COLOR - \$630.00

**1/2 PAGE**

**Full Length  
 (Top To Bottom)**

**3 COL X 12-3/4"**  
 4.944" W X 12-3/4" L

**B&W - \$565.00  
 4-COLOR - \$785.00**

**4 COL X 5"**  
 6.625" W X 5" L  
**1/4 PAGE HORIZONTAL**  
 B&W - \$320.00  
 4-COLOR - \$550.00

**6 COL X 4" • 10" W X 4" L**  
**\$375.00**

**2 COL X 2"**  
 3.264" W X 2" L  
**\$70.00**

**2 COL X 3"**  
 3.264" W X 3" L  
**\$105.00**

**2 COL X 4"**  
 3.264" W X 4" L  
**\$140.00**

**1/8 PAGE  
 VERTICAL**  
**2 COL X 5"**  
 3.264" W X 5" L  
**\$175.00**

**4 COL X 9-3/4"**  
 6.625" W X 9-3/4" L

**1/2 PAGE VERTICAL**

**B&W - \$565.00  
 4-COLOR - \$785.00**

**3 COL X 4"**  
 4.944" W X 4" L  
**\$190.00**

**3 COL X 6-1/2"**  
 4.944" W X 6-1/2" L

**1/4 PAGE VERTICAL**  
 B&W - \$320.00  
 4-COLOR - \$550.00

**3 COL X 5"**  
 4.944" W X 5" L  
**\$250.00**

**3 COL X 3-3/8"**  
 4.944" W X 3-3/8" L  
**1/8 PAGE HORIZONTAL**  
**\$175.00**

**6 COL X 6-1/2"**  
 10" W X 6-1/2" L

**1/2 PAGE HORIZONTAL**  
 B&W - \$565.00  
 4-COLOR - \$785.00

**6 COL X 12-3/4"**  
 10" W X 12-3/4" L

**FULL PAGE**

**B&W - \$865.00  
 4-COLOR - \$1,100.00**

**BACK COVER, FULL PAGE**  
 4-Color \$1225.00 1 Time Insertion  
 — Ad Must Be Camera Ready —  
 Discounts For Multiple Insertions

**2 PAGE**

\*Insert Ads Available Call For Price

(Double Truck Spread)  
 21 3/8" W x 12 3/4" L (Non Bleed)

Spot Color Available Call For Prices

**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.



# 2011 Publication Calendar

Issue	Cover Date	Prime Closing Date	Final Closing (Noon EST)
Number 1	Tuesday, January 4	Wednesday, December 29	Monday, January 3
Number 2	Tuesday, January 11	Wednesday, January 5	Monday, January 10
Number 3	Tuesday, January 18	Wednesday, January 12	Monday, January 17
Number 4	Tuesday, January 25	Wednesday, January 19	Monday, January 24
Number 5	Tuesday, February 1	Wednesday, January 26	Monday, January 31
Number 6	Tuesday, February 8	Wednesday, February 2	Monday, February 7
Number 7	Tuesday, February 15	Wednesday, February 9	Monday, February 14
Number 8	Tuesday, February 22	Wednesday, February 16	Monday, February 21
Number 9	Tuesday, March 1	Wednesday, February 23	Monday, February 28
Number 10	Tuesday, March 8	Wednesday, March 2	Monday, March 7
Number 11	Tuesday, March 15	Wednesday, March 9	Monday, March 14
Number 12	Tuesday, March 22	Wednesday, March 16	Monday, March 21
Number 13	Tuesday, March 29	Wednesday, March 23	Monday, March 28
Number 14	Tuesday, April 5	Wednesday, March 30	Monday, April 4
Number 15	Tuesday, April 12	Wednesday, April 6	Monday, April 11
Number 16	Tuesday, April 19	Wednesday, April 13	Monday, April 18
Number 17	Tuesday, April 26	Wednesday, April 20	Monday, April 25
Number 18	Tuesday, May 3	Wednesday, April 27	Monday, May 2
Number 19	Tuesday, May 10	Wednesday, May 4	Monday, May 9
Number 20	Tuesday, May 17	Wednesday, May 11	Monday, May 16
Number 21	Tuesday, May 24	Wednesday, May 18	Monday, May 23
Number 22	Tuesday, May 31	Wednesday, May 25	Monday, May 30
Number 23	Tuesday, June 7	Wednesday, June 1	Monday, June 6
Number 24	Tuesday, June 14	Wednesday, June 8	Monday, June 13
Number 25	Tuesday, June 21	Wednesday, June 15	Monday, June 20
Number 26	Tuesday, June 28	Wednesday, June 22	Monday, June 27
Number 27	Tuesday, July 5	Wednesday, June 29	Monday, July 4
Number 28	Tuesday, July 12	Wednesday, July 6	Monday, July 11
Number 29	Tuesday, July 19	Wednesday, July 13	Monday, July 18
Number 30	Tuesday, July 26	Wednesday, July 20	Monday, July 25
Number 31	Tuesday, August 2	Wednesday, July 27	Monday, August 1
Number 32	Tuesday, August 9	Wednesday, August 3	Monday, August 8
Number 33	Tuesday, August 16	Wednesday, August 10	Monday, August 15
Number 34	Tuesday, August 23	Wednesday, August 17	Monday, August 22
Number 35	Tuesday, August 30	Wednesday, August 24	Monday, August 29
Number 36	Tuesday, September 6	Wednesday, August 31	Monday, September 5
Number 37	Tuesday, September 13	Wednesday, September 7	Monday, September 12
Number 38	Tuesday, September 20	Wednesday, September 14	Monday, September 19
Number 39	Tuesday, September 27	Wednesday, September 21	Monday, September 26
Number 40	Tuesday, October 4	Wednesday, September 28	Monday, October 3
Number 41	Tuesday, October 11	Wednesday, October 5	Monday, October 10
Number 42	Tuesday, October 18	Wednesday, October 12	Monday, October 17
Number 43	Tuesday, October 25	Wednesday, October 19	Monday, October 24
Number 44	Tuesday, November 1	Wednesday, October 26	Monday, October 31
Number 45	Tuesday, November 8	Wednesday, November 2	Monday, November 7
Number 46	Tuesday, November 15	Wednesday, November 9	Monday, November 14
Number 47	Tuesday, November 22	Wednesday, November 16	Monday, November 21
Number 48	Tuesday, November 29	Wednesday, November 23	Monday, November 28
Number 49	Tuesday, December 6	Wednesday, November 30	Monday, December 5
Number 50	Tuesday, December 13	Wednesday, December 7	Monday, December 12

(609) 888-3618  
Fax (609) 888-2538

\*Special Editions In Gray Areas

ads@aarn.com

# **Area Auto** *Racing News*

**100%**  
**AUTO RACING**  
**CIRCULATION**

*Established In 1963*

Complete Paid Circulation Audited Yearly By The U.S. Postal Service.

Distributed Through Mail Subscriptions, Newsstands, Speed Shops & Raceways

**SUBSCRIPTION \$49.00 PER YEAR • 50 issues \$3.00 PER SINGLE COPY**

**EVERY SEGMENT OF THE  
SPORT IS COVERED IN  
OUR READERSHIP!**

- ✓ **LOYAL FANS**
- ✓ **DRIVERS and CAR OWNERS**
- ✓ **MECHANICS**
- ✓ **CREW MEMBERS**
- ✓ **RACING BUSINESS PEOPLE**
- ✓ **EVENT ORGANIZERS**
- ✓ **RACE CAR SPONSORS**
- ✓ **RACE CAR MANUFACTURERS**



# **COLOR**

**Photos - Weekly On Front & Inside**

**Advertisements - Inside & Back Cover**

Pass Along Copies 3.4 Readers Per Issue Equals Out To

# **85,000+**

**Loyal Weekly Readers Who Respond To Advertisements!**