

**TRADE SHOW / INDOOR RACE EDITION**

Publication Date: Tuesday, January 15th Issue No. 2  
Prime Location Closing Date: Wednesday, January 2nd  
FINAL DEADLINE: Monday, January 7th



Added circulation edition that contains bonus information about **MOTORSPORTS 2008** race car show and the **AC INDOOR RACE** being held that weekend in Atlantic City, NJ just blocks apart at the Atlantic City Convention and the famed Boardwalk Hall. Thousands of promotional copies are given away at the AARN booth at the show. Many exhibitors advertise their show specials in this edition. Motorsports 2008 will celebrate its 23rd anniversary on Jan. 18, 19, 20, 2008.

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

Special Pull-out section in our Annual Florida Speedweeks Edition  
Publication Date: Tuesday, February 12th Issue No. 6  
Prime Location Closing Date: Wednesday, February 6th  
FINAL DEADLINE: Monday, February 11th

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!

**Extra Exposure****SEASON'S PREVIEW 2008 SCHEDULES /  
ASPHALT PAVEMENT EDITION**

Publication Date: Tuesday, April 8th Issue No. 14  
Prime Location Closing Date: Friday, April 4th  
FINAL DEADLINE: Monday, April 7th

Features a pull-out section that contains 2008 racing schedules for over 150 tracks and organizations. 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.

As an added bonus to this already strong edition, last year we started an asphalt pavement edition with special stories about the asphalt modified, late model and midget season ahead. An issue much like our Dirt edition in October.

**Used All Season****The Racers Love To Read This One!****MEMORIAL DAY**

Publication Date: Tuesday, May 20th Issue No. 20  
Prime Location Closing Date: Wednesday, May 14th  
FINAL DEADLINE: Monday, May 19th

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, July 1st Issue No. 26  
Prime Location Closing Date: Wednesday, June 25th  
FINAL DEADLINE: Monday, June 30th

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 29th Issue No. 30  
Prime Location Closing Date: Wednesday, July 23rd  
FINAL DEADLINE: Monday, July 28th

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

**LABOR DAY WEEKEND**

Publication Date: Tuesday, August 26th Issue No. 34  
Prime Location Closing Date: Wednesday, August 20th  
FINAL DEADLINE: Monday, August 25th

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 SPECIAL**

Publication Date: Tuesday, October 7th Issue No. 40  
Prime Location Closing Date: Wednesday, October 1st  
FINAL DEADLINE: Monday, October 6th

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 2007 edition was 108 pages. This is the most read issue of the year, advertisers get the most for their money in this one.

**Most Circulated Edition****RACE CAR BUILDER'S GUIDE**

Publication Date: Tuesday, November 18th Issue No. 46  
Prime Location Closing Date: Wednesday, November 12th  
FINAL DEADLINE: Monday, November 17th

30th 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.

**The Racers Love To Read This One!****CHRISTMAS BUYERS GUIDE**

Publication Date: Tuesday, November 25th Issue No. 47  
Prime Location Closing Date: Wednesday, November 19th  
FINAL DEADLINE: Monday, November 24th

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 16th Issue No. 50  
Prime Location Closing Date: Wednesday December 10th  
FINAL DEADLINE: Monday, December 15th

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.