



# 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"	\$10.50/\$63.00	\$9.75/\$117.00	\$9.00/\$225.00	\$8.25/\$412.50
1-1/2" x 1-1/2"	\$15.75/\$94.50	\$14.50/\$174.00	\$13.50/\$337.50	\$12.25/\$612.50
1-1/2" x 2"	\$21.25/\$127.50	\$19.50/\$234.00	\$18.00/\$450.00	\$16.25/\$812.50
1-1/2" x 3"	\$31.75/\$190.50	\$29.25/\$351.00	\$27.00/\$675.00	\$24.50/\$1,225.00
3-1/4" x 2"	\$42.25/\$253.50	\$39.00/\$468.00	\$35.75/\$893.75	\$32.50/\$1,625.00
3-1/4" x 2-1/2"	\$52.75/\$316.50	\$48.75/\$585.00	\$45.00/\$1,125.00	\$40.75/\$2,037.50
3-1/4" x 3"	\$63.25/\$379.50	\$58.50/\$702.00	\$54.00/\$1,350.00	\$48.75/\$2,437.50

## 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	\$165.00	\$148.50	\$140.25	\$132.00	\$123.75
1/4 Page	\$305.00	\$274.50	\$259.25	\$244.00	\$228.75
1/3 Page	\$390.00	\$351.00	\$331.50	\$312.00	\$292.50
1/2 Page	\$540.00	\$486.00	\$459.00	\$432.00	\$405.00
Full Page	\$825.00	\$742.50	\$701.25	\$660.00	\$618.75
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"