

MOTORSPORTS TRADE SHOW EDITION

Publication Date: Tuesday, January 19th Issue No. 3
Prime Location Closing Date: Wednesday, January 13
FINAL DEADLINE: Monday, January 18th



Added circulation edition that contains bonus information about the 25th Annual **MOTORSPORTS 2010** race car show presented by VP's Street Blaze 100 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 2010 will be held Jan. 22, 23, 24, 2010.

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

Publication Date: Tuesday, February 9th Issue No. 6
Prime Location Closing Date: Wednesday, February 3rd
FINAL DEADLINE: Monday, February 8th

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!

**2010 SEASON PREVIEW /
SCHEDULE EDITION**

Publication Date: Tuesday, April 6th Issue No. 14
Prime Location Closing Date: Friday, March 31st
FINAL DEADLINE: Monday, April 5th

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 25th Issue No. 21
Prime Location Closing Date: Wednesday, May 19th
FINAL DEADLINE: Monday, May 24th

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 29th Issue No. 26
Prime Location Closing Date: Wednesday, June 23rd
FINAL DEADLINE: Monday, June 28th

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 27th Issue No. 30
Prime Location Closing Date: Wednesday, July 21st
FINAL DEADLINE: Monday, July 26th

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

LABOR DAY WEEKEND

Publication Date: Tuesday, August 31st Issue No. 35
Prime Location Closing Date: Wednesday, August 25th
FINAL DEADLINE: Monday, August 30th

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 5th Issue No. 40
Prime Location Closing Date: Wednesday, Sept. 29th
FINAL DEADLINE: Monday, October 4th

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 2009 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 16th Issue No. 46
Prime Location Closing Date: Wednesday, November 10th
FINAL DEADLINE: Monday, November 15th

31st 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 23rd Issue No. 47
Prime Location Closing Date: Wednesday, November 17th
FINAL DEADLINE: Monday, November 22nd

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 14th Issue No. 50
Prime Location Closing Date: Wednesday December 8th
FINAL DEADLINE: Monday, December 13th

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.