



Area Auto
Racing News

2009 Media Guide

- ESTABLISHED IN 1963 -

609-888-3618 • 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 some 25 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 Nextel 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 & Busch East 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/\$706.25	\$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 2009 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 - \$1,110.00**

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

TRADE SHOW / INDOOR RACE EDITION

Publication Date: Tuesday, January 13th Issue No. 2
Prime Location Closing Date: Wednesday, January 7
FINAL DEADLINE: Monday, January 12th



Added circulation edition that contains bonus information about **MOTORSPORTS 2009** 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 2009 will celebrate its 24th anniversary on Jan. 16 & 17 2009.

TRAILER/HAULERS & SAFETY EQUIPMENT FLORIDA SPEEDWEEKS EDITION

Publication Date: Tuesday, February 10th Issue No. 6
Prime Location Closing Date: Wednesday, February 4th
FINAL DEADLINE: Monday, February 9th

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

ASPHALT PREVIEW EDITION

Publication Date: Tuesday, March 31st Issue No. 13
Prime Location Closing Date: Wednesday, March 25
FINAL DEADLINE: Monday, March 30th

Started as a compliment to our Season Preview Edition two years ago this edition has grown into a special edition all of its own. The edition will feature special stories about Asphalt Modified, Late Models and Midget season ahead. An issue much like our Dirt edition in October with added circulation through promotional copies distributed at Thompson Speedway's Icebreaker.

SEASON'S PREVIEW 2009 SCHEDULES

Publication Date: Tuesday, April 14th Issue No. 15
Prime Location Closing Date: Wednesday, April 8
FINAL DEADLINE: Monday, April 13th

Features a pull-out section that contains 2009 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.

Used
All
Season

MEMORIAL DAY

Publication Date: Tuesday, May 19th Issue No. 20
Prime Location Closing Date: Wednesday, May 13th
FINAL DEADLINE: Monday, May 18th

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 30th Issue No. 26
Prime Location Closing Date: Wednesday, June 24th
FINAL DEADLINE: Monday, June 29th

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 28th Issue No. 30
Prime Location Closing Date: Wednesday, July 22nd
FINAL DEADLINE: Monday, July 27th

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

LABOR DAY WEEKEND

Publication Date: Tuesday, August 25th Issue No. 34
Prime Location Closing Date: Wednesday, August 19th
FINAL DEADLINE: Monday, August 24th

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 6th Issue No. 39
Prime Location Closing Date: Wednesday, September 30th
FINAL DEADLINE: Monday, October 5th

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 2008 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 17th Issue No. 46
Prime Location Closing Date: Wednesday, November 11th
FINAL DEADLINE: Monday, November 16th

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 24th Issue No. 47
Prime Location Closing Date: Wednesday, November 18th
FINAL DEADLINE: Monday, November 23rd

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 18th Issue No. 50
Prime Location Closing Date: Wednesday December 12th
FINAL DEADLINE: Monday, December 17th

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.



2009 Publication Calendar

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

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

*Special Editions In Gray Areas

ads@aarn.com

Area Auto *Racing News*

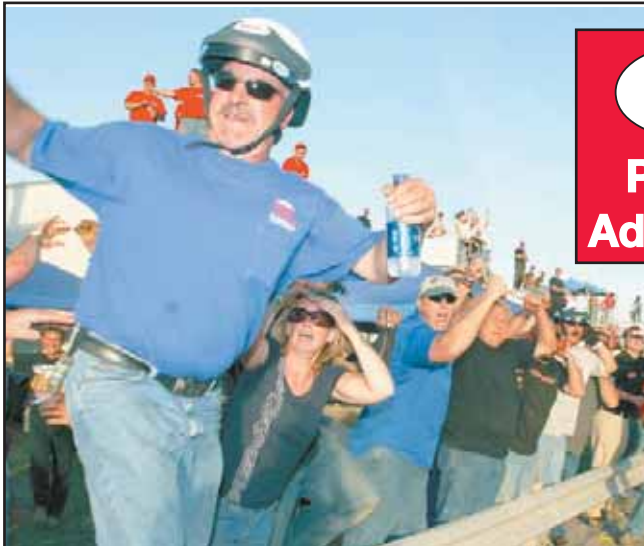
100%
AUTO RACING
CIRCULATION

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!