

SAND SPORTS

AD RATES

RATE CARD #5

Effective January/February 2009 issue

BLACK/WHITE RATES*

SIZE	1 TIME	3 TIMES	6 TIMES
1 PAGE	1755	1650	1560
2/3 PAGE	1230	1160	1090
1/2 PAGE	1010	950	890
1/3 PAGE	705	660	620
1/4 PAGE	545	515	485
1/6 PAGE	410	375	340
1/8 PAGE	305	290	270
1/12 PAGE	225	210	200
1-INCH	110	105	100

FOUR COLOR RATES*

SIZE	1 TIME	3 TIMES	6 TIMES
1 PAGE	2445	2300	2220
2/3 PAGE	1965	1860	1815
1/2 PAGE	1710	1640	1590
1/3 PAGE	1440	1375	1340
1/4 PAGE	1285	1250	1215
1/6 PAGE	1150	1115	1070
1/8 PAGE	875	820	790

COVERS* **

	1 TIME	3 TIMES	6 TIMES
2ND COVER	2875	2760	2640
3RD COVER	2775	2660	2550
4TH COVER	3000	2880	2750

* All rates are per insertion.

** Price includes four-color. Covers are not cancelable.

MAILING INSTRUCTIONS

Send advertising copy and/or artwork to SAND SPORTS magazine, PO BOX 2260, Costa Mesa, CA 92628, "Attention Advertising Department," or use e-mail address below.

PROOF REQUIRED WITH ALL ARTWORK!

CONTACTS

Advertising Director: Linda Dill, Ext. 102, ldill@hotvws.com

Advertising Manager: Marty Simurda, Ext. 101, msimurda@hotvws.com

Art Director: Skip Coiner, Ext. 110, scoiner@hotvws.com



SAND SPORTS magazine

was created in 1995 to fill the need for a quality publication focusing primarily on the interests of recreational off-roaders and sand duning enthusiasts. Each issue includes quality vehicle features, in-depth technical and how-to articles, industry and manufacturer news, plus lifestyle and historical information. Simply put. SAND SPORTS magazine is the #1 enthusiast publication for serious sand dune and off-road motorsports enthusiasts.

Published By:

Wright Publishing Co., Inc.

2950 Airway #A-7, P.O. Box 2260

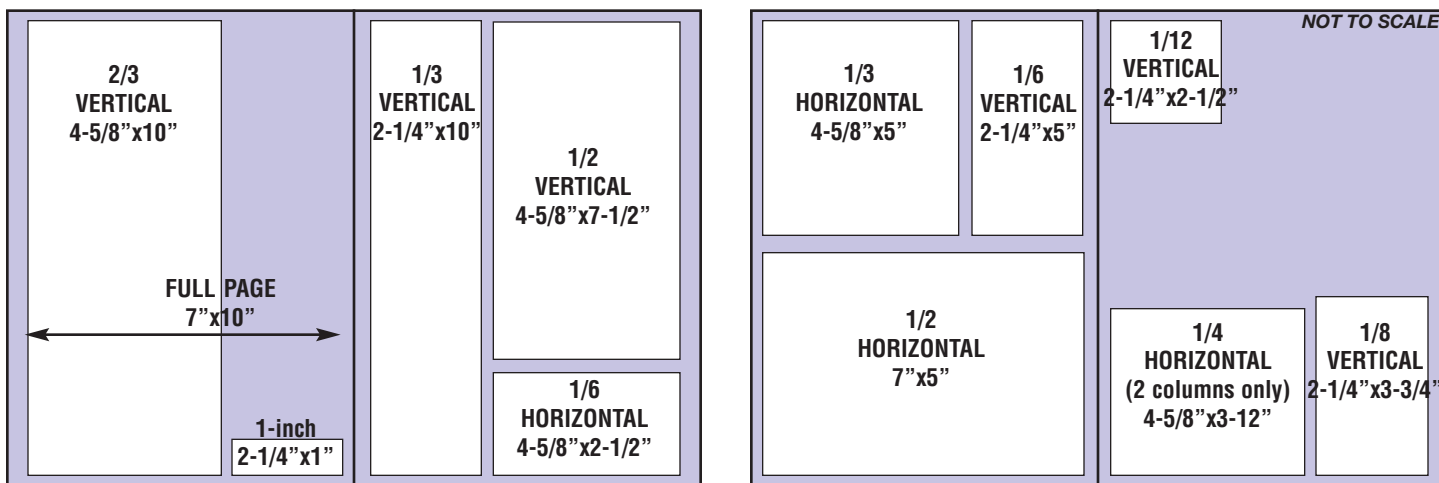
Costa Mesa, CA 92628

PHONE: (714) 979-2560

FAX: (714) 979-3998

WEBSITE: www.sandsports.net

1. MECHANICAL REQUIREMENTS



BLEED SIZE: 8-1/8 x 11-1/8-inch, TRIM SIZE: 8 X 10-7/8-inch

Images areas not intended to bleed must be 3/8-inch from trim. Material intended to bleed must be furnished with minimum 1/8-inch image area beyond trim.

2. COMMISSION

15% to recognized advertising agencies (camera-ready art).

3. TERMS

2% (on net) cash discount for payment within 10 days of invoice date.

Net 30 days.

4. GENERAL RATE POLICY

90 days notice to rate revisions. Publisher reserves the right to change rates at any time.

5. COMBINATION/BULK RATES

SAND SPORTS advertisers may earn a 5% discount when space is purchased in combination with other eligible Wright Publishing Co., Inc. magazines. Each insertion must be a unit of 1/3 page or larger to contribute toward and/or earn the group discount, and the ad size and color from magazine to magazine must be of the same size and issue date.

6. INSERTS

Various sizes and tip-ins available, specifications and rates on request.

7. BLEED

No extra charge for bleeds. Bleed size is 8-1/8-inch x 11-1/8-inch body and covers.

8. SPECIAL POSITION

Given when practical at 10% additional charge. Centerspread or 1/2 page horizontal spread is considered special positioning. Applicable to 1/3 page or larger ads only.

9. CONTRACT AND COPY REGULATIONS

When change of copy is not received by advertising closing date, contracted advertiser copy run in previous issue, or substitute copy will be inserted at publisher's discretion. The publisher reserves the right to accept or reject all advertising copy which, at his/her discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly, or indirectly. No allowance is given for error in key numbers or in the advertiser index. Cancellations will not be allowed after printer space closing dates. The Publisher shall in no event be liable for failure to publish advertising specified by the advertiser, provided that if no advertising is published, any charges therefore received by the Publisher shall be refunded. The Publisher's liability for any error shall not exceed the cost of the advertising space occupied.

Publisher specifies SRDS contract and copy regulations Nos. 1, 2, 8, 10, 11, 12, 13, 14, 18, 24, 25, 26, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 40, 41, and 42.

10. SPECIAL SERVICES

Complete art services are available for ad preparation. The cost for this service depends on the number of photos, size of ad, and complexity of layout. Specific rate quotes available on request (minimum charge — \$50). 5th color, inserts, tip-ins, and other special services also available on request.

11. CIRCULATION

Sold by subscription, newsstand, and in dealer showrooms worldwide. Subscription prices: \$14.95 per year (six issues). Single copy price: \$4.99.

12. DIGITAL SUBMISSION SPECIFICATIONS

Mac formatted CDs. Split or compressed files are not accepted. Files should be in .pdf or .tif format, **Proof Required!** Publisher not responsible for reproduction quality when no proof supplied. All fonts used in digital submissions must be provided in Adobe Postscript format. All scans should be high-resolution (300 dpi). All color scans must be in CMYK format (RGB scans will print low resolution). Black and white scans must be grayscale or bitmap.

13. CLOSING DATES

See web-site: www.sandsports.net for current schedules.

