

ALL ADS ARE PRICED AS FULL COLOR (CMYK, ■■■■ 4-color process) - Black & White or Grayscale is not available.

PREMIUM POSITIONS	FREQUENCY	FREQUENCY	FREQUENCY
	<b>6x net</b>	<b>3x net</b>	<b>1x net</b>
<b>CV2</b> (Inside front cover - One full page)	\$975.00 USD	\$1075.00 USD	\$1125.00 USD
<b>CV3</b> (Inside back cover - One full page)	\$925.00 USD	\$1025.00 USD	\$1075.00 USD
<b>CV4</b> (Back cover - One full page)	\$975.00 USD	\$1075.00 USD	\$1125.00 USD
AD SIZES	6x net	3x net	1x net
<b>2-Page Spread</b>	\$1150.00 USD	\$1250.00 USD	\$1300.00 USD
<b>Full Page</b>	\$775.00 USD	\$875.00 USD	\$925.00 USD
<b>1/2 Page</b> (Horizontal or Vertical)	\$500.00 USD	\$550.00 USD	\$600.00 USD
<b>1/4 Page</b>	\$325.00 USD	\$350.00 USD	\$400.00 USD
<b>3 Inch</b>	\$175.00 USD	\$200.00 USD	\$225.00 USD
*DESIGN FEES	Flat Rate	<p><i>ATV Insider magazine is published bi-monthly, featuring six issues per year. Ad pricing includes full bleed on all 2-Page Spread ads and Full Page ads. 1/2 Page, 1/4 Page &amp; 3 Inch ads DO NOT include a bleed, please make note. Ad dimensions, sizes and mechanical requirements are featured on Page 2 of this 3-page media kit.</i></p> <p><i>Please pay close attention to our Space Deadlines and Material Deadlines. All Insertion Orders must be faxed back to us by the appropriate Space Deadline in order to reserve your position. All final ad artwork must be submitted/approved by the appropriate Material Deadline.</i></p>	
<b>2-Page Spread</b>	+\$150		
<b>Full Page</b>	+\$100		
<b>1/2 Page</b> (Horizontal or Vertical)	+\$50		
<b>1/4 Page</b>	+\$50		
<b>3 Inch</b>	+\$25		
*PHOTO USAGE FEES	Per Photo	<p><b>General Advertising Information:</b></p> <p>Ads are accepted for print on the representation that the advertiser or media agency submitting the ad material has the legal right to publish the contents, and the advertiser or agency does not hold ATV Insider and the Publisher responsible for any loss, expense, or any legal claims that may arise from the publishing of an advertisement.</p> <p><b>AD CONTENT:</b> Ad content is subject to approval by the Publisher; ATV Insider reserves the right to reject any ad content.</p> <p>No nudity or overly sexual content, and no offensive language.</p> <p><b>AD PLACEMENT:</b> Ad placement is NOT guaranteed except to premium position holders. Positioning is at the sole discretion of the Publisher.</p> <p><b>AGENCY COMMISSIONS:</b> A 15% agency discount is given on rates to approved and recognized advertising agencies.</p> <p>If new material is not received by the posted Material Deadline, ATV Insider will repeat the last advertisement run.</p>	
<b>2-Page Spread</b>	+\$50		
<b>Full Page</b>	+\$50		
<b>1/2 Page</b> (Horizontal or Vertical)	+\$25		
<b>1/4 Page</b>	+\$25		
<b>3 Inch</b>	+\$25		
*Photo prices based on the printed size.			

\*PLEASE MAKE NOTE: Those advertisers requiring design services and/or photography usage, additional fees will apply. Pricing is listed above.

## 2008 Ad Deadlines

Issue	Space Deadline	Material Due	Mail Date
February/March	1/18/08	1/25/08	2/15/08
April/May	3/14/08	3/21/08	4/11/08
June/July	5/16/08	5/23/08	6/13/08
August/September	7/11/08	7/18/08	8/8/08
October/November	9/12/08	9/19/08	10/10/08
December	11/14/08	11/21/08	12/12/08

## Ad Sizes and Mechanical Requirements

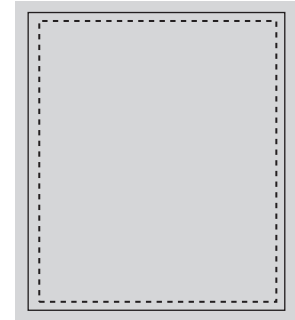
**ONLY SPREAD ads and FULL PAGE ads include a bleed.**  
**1/2 Page, 1/4 Page and 3 inch ads do not.**

**LIVE**  
**TRIM**  
**BLEED**



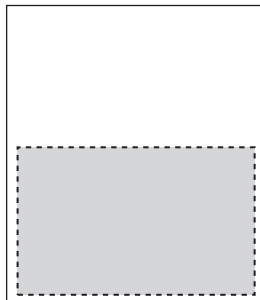
### 2-PAGE SPREAD

**LIVE:** 19.25 wide x 11.125 high  
**TRIM:** 20 wide x 11.875 high  
**BLEED:** 20.5 wide x 12.375 high

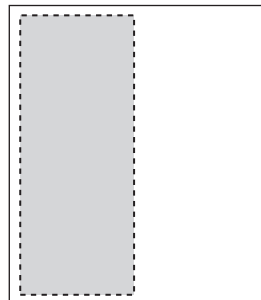


### FULL PAGE

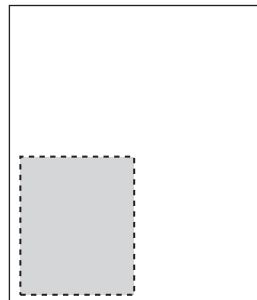
**LIVE:** 9.25 wide x 11.125 high  
**TRIM:** 10 wide x 11.875 high  
**BLEED:** 10.5 wide x 12.375 high



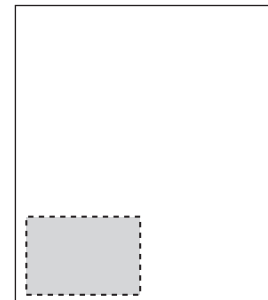
**HALF PAGE (Horz.)**  
9.25 wide x 5.5 high



**HALF PAGE (Vert.)**  
4.525 wide x 11.125 high



**1/4 PAGE**  
4.525 wide x 5.5 high



**3 Inch**  
4.525 wide x 3 high

### FILE FORMATS, SET UP & FTP INFO

- Ads must be sized according to the exact dimensions listed above.
- Please submit all ad material/files/artwork as a PDF file or a flat TIFF file.
- Artwork must be uploaded to our FTP or submitted on a Macintosh CD-ROM.
- 4-color process files must be high resolution (280-300dpi) CMYK files, no RGB.
- Artwork submitted must include a hard copy printout of the design for reference.
- Bleed dimensions above for Spread and Full Page ads include 1/4" bleed each side.
- Do not use any font sizes below 8 point in your design to avoid readability issues.
- Please convert all fonts to paths, and/or embed fonts to avoid complications.
- When using BLACK, use 100% K only - NOT "rich black" made up of all 4 colors.

- Interior ad pages are NEWSPRINT, prepress for 35#, 80 bright, SWOP Newsprint.
- Premium positions (CV2, CV3, CV4) are 70# glossy paper, prepress accordingly.
- Low-quality ads or ads that do not follow these guidelines may be rejected.
- *ATV Insider* is NOT responsible for poor printing if the file submitted is the cause.

### FTP Log In Information:

Please do not log in using your internet browser, FTP client software is available for download online for free. Using FTP specific software is best for this.

Server: <ftp.atvpress.com>  
Username: [atvinsider@atvpress.com](mailto:atvinsider@atvpress.com)  
Password: **guest**

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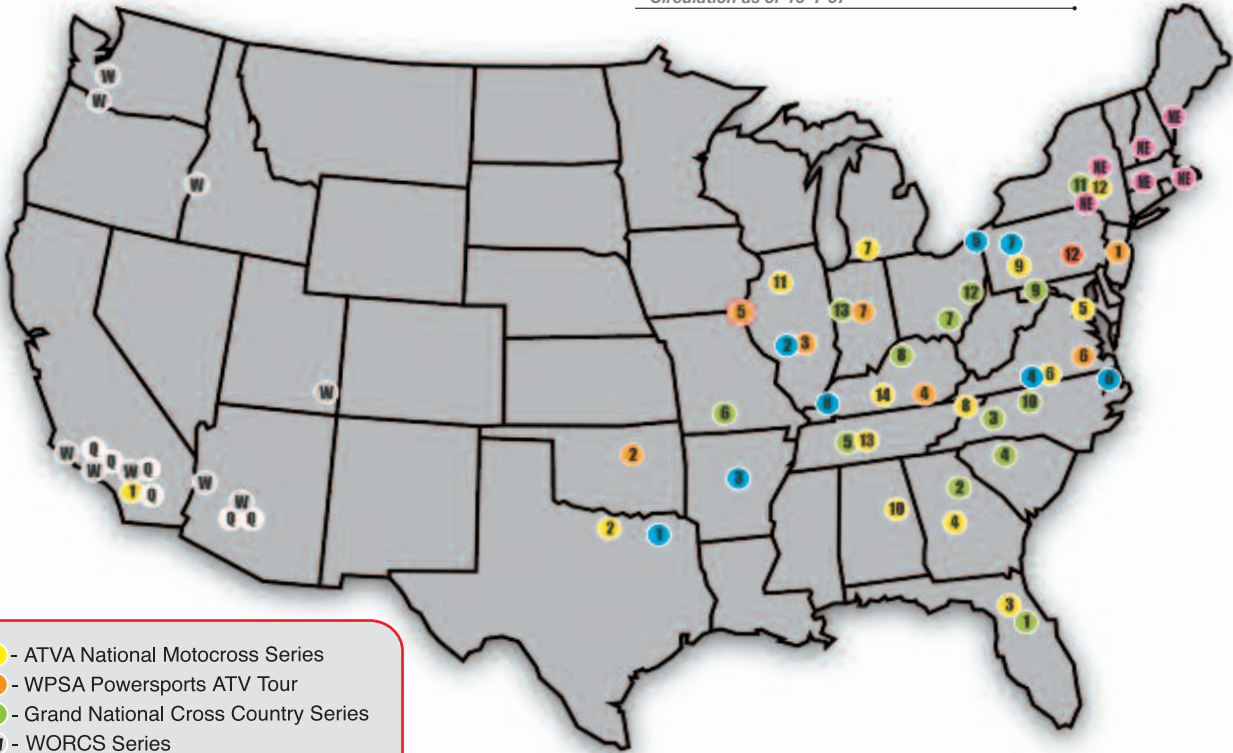
### Current Circulation and Distribution Information

Per Issue - 6 Issues a year

Racing Event Distribution:	3,000
Nationwide Subscription Base:	2,418
Nationwide Vendors and Distributors:	1,860
Direct Mail to ATVA Competition Member list:	1,222
<b>Total Circulation and Distribution</b>	<b>8,500</b>

### Racing Event Distribution Locations: (by series)

Circulation as of 10-1-07



- 1 - ATVA National Motocross Series
- 1 - WPSA Powersports ATV Tour
- 1 - Grand National Cross Country Series
- W - WORCS Series
- 1 - ATVA Extreme Dirt Track Series
- Q - ITP QuadCross Series
- NE - New England ATV Motocross Series
- 12 - 12 Hours of ATV America (single event)

The above distribution map represents race track locations where notable ATV series events take place. ATV Insider or an ATV Insider representative conducts event distribution at the above locations throughout the yearly racing seasons.

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