

Eastern Sprint Car Calendar *Advertising Rates*



Individual Ads

Advertisements are full color. Ads are placed on each month of the calendar grid. Ad placement on a particular month is available on a first-come, first-serve basis. Rates listed below include set-up charges.

SIZE	PRICE
Spot Ads (1" x 4")	\$150.00
1/3 Size (2" x 2 3/4")	\$200.00
2/3 Size (2" x 5 1/2")	\$300.00
Full Size (2" x 8 1/2")	\$550.00

Multiple Ad Listing

Discounts are available for advertisements on multiple months. Placement on particular months are available on a first-come, first-serve basis. Rates listed below include set-up charges.

SIZE	2 MONTHS	3 MONTHS	4 MONTHS	6 MONTHS	12 MONTHS
Spot Ads (1" x 4")	\$250.00	\$300.00	\$400.00	\$500.00	\$1,000.00
1/3 Size (2" x 2 3/4")	\$300.00	\$500.00	\$700.00	\$1,000.00	\$2,000.00
2/3 Size (2" x 5 1/2")	\$500.00	\$800.00	\$1,000.00	\$1,500.00	\$3,000.00
Full Size (2" x 8 1/2")	\$900.00	\$1,400.00	\$1,900.00	\$2,800.00	\$5,500.00

Contract Terms

Advertisers will be billed according to advertising agreement and must be paid within 30 days. Rife's Racing Collectibles, LLC will provide proofs on each advertisement. It is the advertisers responsibility to make sure all ad information is correct.

General Information

- Any questions about the Eastern Sprint Car Calendar should be directed to Tony Rife.
Phone: 717.577.5123 E-mail: riferacing@embarqmail.com Web Site: www.riferacing.com
- Make all checks payable to Rife's Racing Collectibles, LLC.
- All ad copy must be turned in by June 30, 2012 to secure ad placement.
- 2,000 Calendars will be ready for resale to the public in September.
- Suggested resale price of the calendar is \$12.00
- Eastern Sprint Car Calendar is owned and operated by Rife's Racing Collectibles, LLC.