

PRODUCT SPECIFICATIONS

HOW TO SEND ELECTRONIC FILES

- **DISK:** Ads should only be supplied on Macintosh-formatted CD-ROM.
- **E-MAIL:** Send files to dragreview@ihra.com. The maximum file size is five megs. Please indicate ad name and what issue number in e-mail subject line.
- **FTP:** Files larger than five megs can be uploaded to our FTP site. Contact Tom Roman for FTP information.
(Files should be compressed using Stuffit for Mac or PKZIP for PC. Check all files for viruses before sending. All files with viruses will be flushed into our virus filter.)

ACCEPTED PROGRAMS

DRM is produced electronically. As a result, all ads must be created digitally. We strongly encourage the use of Adobe InDesign when designing your ads. Ads created in other design programs will not be accepted unless you submit a PDF file. Please contact the art department for the guidelines on how to create a proper PDF.

We suggest using Adobe Illustrator and Adobe Photoshop for graphics and scans. We don't accept ads created in business programs such as Word Perfect, Microsoft Word, or PowerPoint. Advertisers who send files that are incompatible with our programs will incur additional charges if DRM has to rebuild the ad.

Please provide the client name, contact phone number, issue number or issue date with all ads submitted. An accurate proof must also be provided. Laser proofs are used to check ads for copy and art placement only. DRM cannot guarantee accurate reproduction if a digital proof isn't provided. It is the advertisers responsibility to check color percentages and placement.

FONTS

DRM requires the use of Macintosh compatible fonts. Ads that use fonts not compatible with the Macintosh should be converted to graphic format.

COMMERCIAL DOWNLOADS

IHRA images are available for commercial use. To purchase an image, go to the galleries on ihra.com, find the image you want, click on it and the purchase options will pop up. "Commercial Download" is one of the options, simply click on "Commercial Download" and proceed to the checkout menu to submit payment information. You will then be able to download the image for use in your advertisement or on your hero card. The cost for a commercial download is \$200.00.

SPECIFICATIONS

All files need to be at 300 dpi. Files sent at any lower resolution will not be used in the production of the magazine.

CMYK (process color) is required. If you wish to build a spot color ad, it must be converted to CMYK prior to sending us the file. Your black needs to be rich black (C=30, M=20, Y=0, K=100).

DEADLINES

When submitting ads please allow time for the graphics department to check all ad material. Material deadline is 18 days prior to the issue cover date. DRM cannot guarantee proper reproduction of ads if the material is received after the deadline.

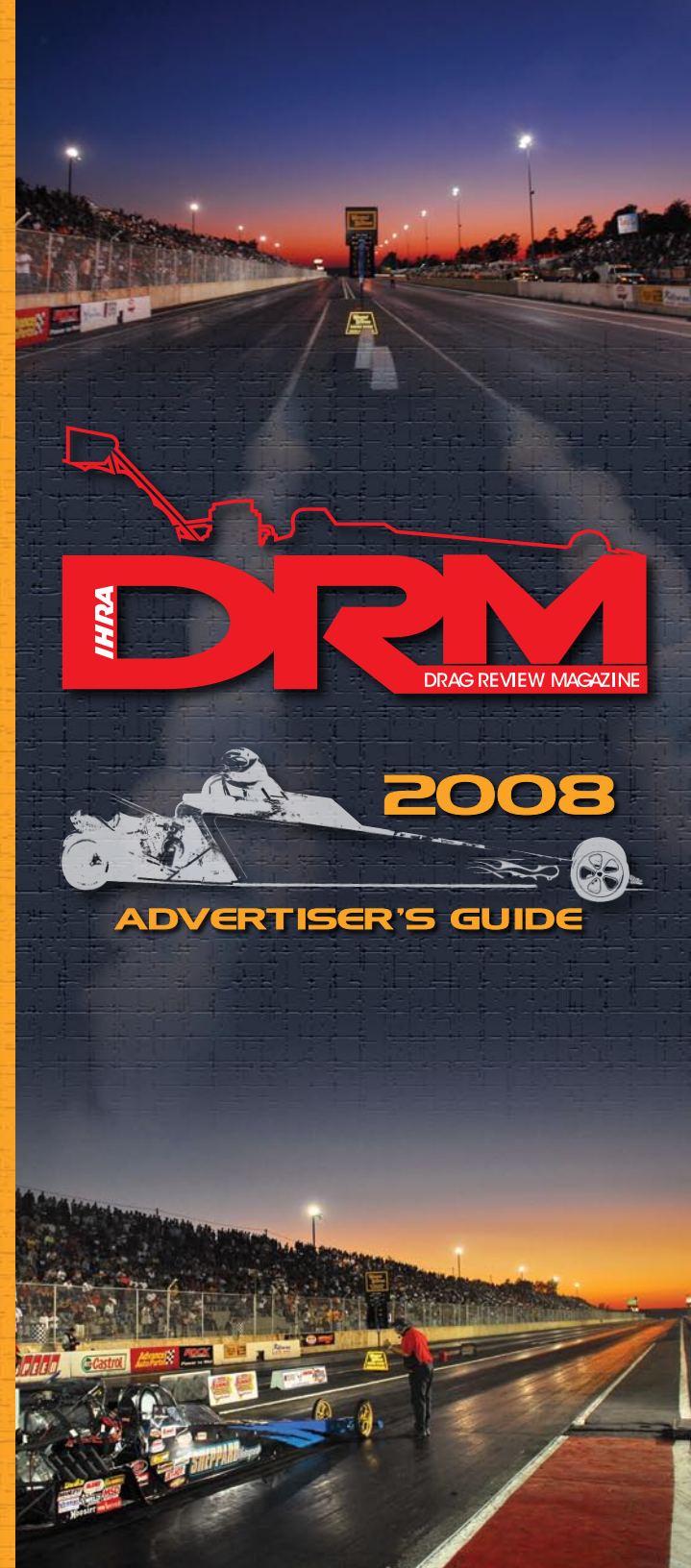
2008 PRODUCTION SCHEDULE

ISSUE NO.	COVER DATE	SPACE RESERV.	MATERIAL DUE	SOUVENIR EVENT	EVENT COVERAGE
1	18-Jan	10-Dec	17-Dec		
2	1-Feb	7-Jan	14-Jan		
3	15-Feb	21-Jan	28-Jan		New Car Issue
4	29-Feb	4-Feb	11-Feb		
5	14-Mar	18-Feb	25-Feb		
6	28-Mar	3-Mar	10-Mar	San Antonio	
7	11-Apr	17-Mar	24-Mar	Rockingham	
8	25-Apr	31-Mar	7-Apr		San Antonio
9	9-May	14-Apr	21-Apr	Milan	Rockingham
10	23-May	28-Apr	5-May	Maryland	
11	13-Jun	19-May	26-May		Milan
12	27-Jun	2-Jun	9-Jun	Edmonton	Maryland
13	11-Jul	16-Jun	23-Jun	Grand Bend	
14	25-Jul	30-Jun	7-Jul	Martin	Edmonton
15	8-Aug	14-Jul	21-Jul	Tulsa	Grand Bend
16	22-Aug	28-Jul	4-Aug	Epping	Martin
17	12-Sep	18-Aug	25-Aug	Toronto	Tulsa
18	26-Sep	2-Sep	8-Sep		Epping
19	10-Oct	15-Sep	22-Sep	Rockingham	Toronto
20	24-Oct	29-Sep	6-Oct		
21	7-Nov	13-Oct	20-Oct		Rockingham
22	21-Nov	27-Oct	3-Nov	PRI	
23	5-Dec	10-Nov	17-Nov		



INTERNATIONAL HOT ROD ASSOCIATION
9 1/2 East Main Street • Norwalk, OH 44857
Ph. 419-663-6666 • Fax 419-663-4472

ADVERTISING & SALES
Roman Performance Communications
P.O. Box 1340
Litchfield, CT 06759
Ph. 800-257-6626
romanperf@yahoo.com



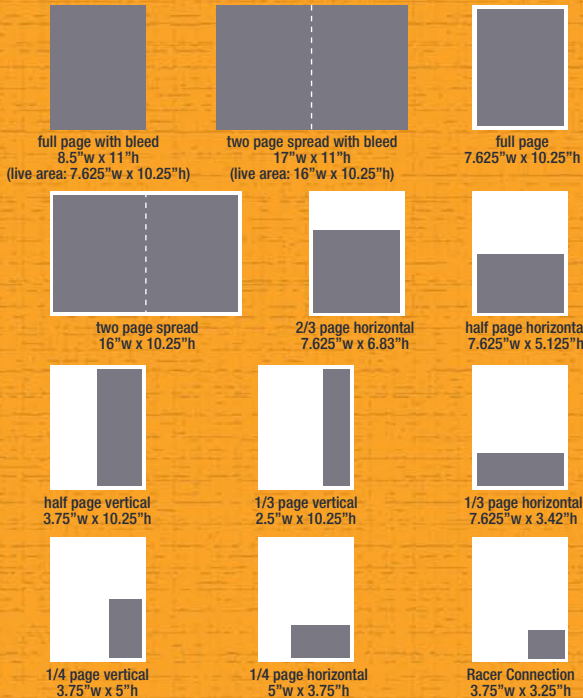
DISPLAY ADS

This is advertising "as you like it!" Select size, placement, color and frequency. You layout the content, or have us help - DRM is your messenger reaching 50,000 readers every issue!

FEES (Effective Issue #1 January 2008)

	1X	6X	RATEHOLDER	SPONSOR
FOUR COLOR				
COVER 2	\$2378.00	\$2084.00	\$1854.00	\$1672.00
COVER 3	2256.00	1975.00	1769.00	1608.00
COVER 4	2473.00	2170.00	1929.00	1741.00
SPREAD	3743.00	3269.00	2925.00	2657.00
FULL PAGE	1977.00	1731.00	1543.00	1393.00
2/3 PAGE	1811.00	1586.00	1415.00	1270.00
1/2 PAGE	1471.00	1276.00	1152.00	1039.00
1/3 PAGE	1159.00	1039.00	927.00	857.00
B/W + 1 COLOR				
SPREAD	\$3308.00	\$2900.00	\$2599.00	\$2342.00
FULL PAGE	1743.00	1538.00	1366.00	1233.00
2/3 PAGE	1604.00	1401.00	1238.00	1114.00
1/2 PAGE	1225.00	1077.00	959.00	857.00
1/3 PAGE	925.00	812.00	720.00	648.00
1/4 PAGE	692.00	606.00	540.00	493.00
BLACK & WHITE				
FULL PAGE	\$1610.00	\$1429.00	\$1264.00	\$1141.00
2/3 PAGE	1298.00	1131.00	1007.00	912.00
1/2 PAGE	969.00	850.00	756.00	680.00
1/3 PAGE	726.00	637.00	568.00	514.00
1/4 PAGE	562.00	493.00	439.00	397.00
1/6 PAGE	374.00	330.00	293.00	248.00

DISPLAY AD DIMENSIONS (Trim size: 8.25" wide x 10.75" high)



SPECIAL ADVERTISING

RACER CONNECTION

Start by getting your name out! This section was created especially for the new advertiser. The "Racer Connection" section is high impact advertising at a low cost. Ads are black & white, 1/6 page or 1/3 page in size, and are unlimited as to content. As always, enjoy IHRA's customer friendly approach! Include as many products and prices as you would like, then run your ad as often as you want!

SIZES and FEES:

Space	1 issue	4 issues	10 issues	23 issues
1/6 page (3.75" w x 3.25" h)	\$237.00	\$206.00	\$175.00	\$170.00
1/3 page horizontal (7.625" w x 3.25" h)	\$469.00	\$407.00	\$345.00	\$335.00
1/3 page vertical (3.75" w x 6.5" h)	\$469.00	\$407.00	\$345.00	\$335.00
1/2 page vertical only (3.75" w x 10.25" h)	\$578.00	\$526.00	\$475.00	\$475.00

Above prices reflect net pricing per issue.

PERFORMANCE YELLOW PAGES ("PYP")

Purchase a listing in the "Yellow Pages" of Drag Review Magazine (DRM) and earn a discounted rate for your Display Advertising! The Performance Yellow Pages (PYP) is open to all advertisers and is sold in single, double or triple space sizes.

We want to help you grow your business! As a bonus for placing your company name, product and phone number at our racer's fingertips, advertisers in our PYP Directory qualify for lower rates in all of their Display Advertising! Only event and contingency sponsors receive lower rates. This discount in our Display Advertising is known as our Rateholder Rate. Rateholder/PYP ads are sold in yearly increments, (23 issues in 2008), and when pre-paid in full, includes a one year subscription to DRM.

SIZES and FEES:

Space	Size	23 issues
SINGLE	1.78" w x .9" h	\$777.00
DOUBLE	1.78" w x 1.9" h	\$1270.00
TRIPLE	1.78" w x 2.9" h	\$1607.00

Above prices reflect net pricing.

NOTE: All advertisers are required to send a camera-ready proof with their Performance Yellow Pages ad.

PERFORMANCE YELLOW PAGES/WEB CONNECTION

The IHRA web site has become very popular with racers and fans. IHRA web site presence is available as an upgrade for our Performance Yellow Pages advertisers. Reinforce your print advertising message with an online connection. A facsimile of your PYP advertisement will appear in the online Performance Yellow Pages section of the IHRA web site. Your ad will serve as a button to link to your web page. Get connected!

SIZES and FEES:

Space	Size	23 issues
SINGLE	1.9" w x 1" h	\$250.00
DOUBLE	1.9" w x 2.2" h	\$400.00
TRIPLE	1.9" w x 3.4" h	\$500.00

PRI ISSUE SPECIAL SECTION

This is a specially created, high impact advertising area available only for Issue 22. Advertising space is limited (4 full pages) and sold only in full pages for four-color advertisements. It is printed on glossy white cover stock and is inserted into the center of the PRI issue. It is a great way to push new products, your booth at the show, or year-end specials!

SIZES and FEES:

Space	Rateholder	Sponsor
FIRST PAGE	\$1787.00	\$1623.00
SECOND PAGE	\$1839.00	\$1671.00
THIRD PAGE	\$1839.00	\$1671.00
FOURTH PAGE	\$1787.00	\$1623.00
2 PAGE SPREAD	\$3399.00	\$3089.00

Above prices reflect net pricing

RULE BOOK ADVERTISING

The IHRA Rule Book is the foundation of our racing programs. Referred to by Pro & Sportsman racers, enthusiasts on all levels, track operators and sponsors, our Rule Book is the 'Last Word' in IHRA racing. Easy to follow & carry, with a distribution of 25,000, this book is a daily advertising opportunity!

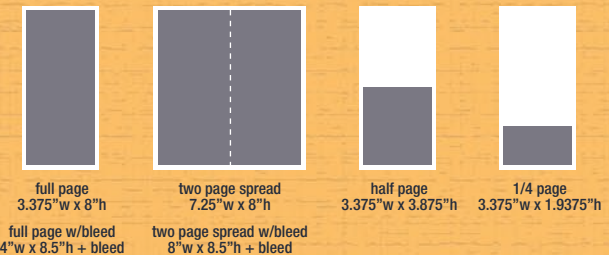
Spaces must be reserved through the IHRA Advertising/Sales Department (800-257-6626) by September 5, 2008.

SIZES and FEES (Trim size: 4" w x 8.5" h)

Space	Rates	Size
Cover 2*	\$2,026.00	3.625" w x 8.5" h
Cover 3*	\$1956.00	4" w x 8.5" h
Cover 4*	\$2081.00	4" w x 8.5" h
Inside cover spread*	\$2893.00	7.5" w x 8.5" h
Two page spread	\$2227.00	7.25" w x 8" h
Two page spread w/bleed	\$2227.00	8" w x 8.5" h + bleed
Full page	\$1,012.00	3.375" w x 8" h
Full page w/bleed	\$1,012.00	4" w x 8.5" h + bleed
1/2 page	\$563.00	3.375" w x 3.875" h
1/4 page	\$375.00	1.9375" w x 3.375" h

* Includes four color printing

Please remember if your ad bleeds off the page we recommend a 0.125" bleed and a 0.25" margin within the trim size to allow for variation in final trim to prevent information or graphics in your ad from being cut off.



Please contact our Advertising Department for complete ad specification info.