



RACER X ILLUSTRATED

# RATES & PRODUCTION

## RACER X ILLUSTRATED

### 2019 Advertising Rates

Size	1x	3x	6x	12x	50k**	75k**	100k**	125k**	150k**
<b>4-Color</b>									
1 page	\$5,670	\$5,400	\$5,145	\$4,770	\$4,245	\$3,860	\$3,305	\$2,940	\$2,490
2/3 page	\$4,540	\$4,325	\$4,120	\$3,735	\$3,390	\$3,090	\$2,645	\$2,305	\$1,370
1/2 page	\$3,685	\$3,510	\$3,340	\$3,030	\$2,750	\$2,510	\$2,150	\$1,860	\$1,595
1/3 page	\$2,835	\$2,670	\$2,570	\$2,330	\$1,930	\$1,785	\$1,655	\$1,445	\$1,230
<b>Black and White — Vendor Row</b>									
1/4 page	\$1,060	\$1,005	\$960	\$825	\$750	\$715	\$715	\$715	\$715
1/6 page	\$720	\$685	\$650	\$590	\$535	\$520	\$520	\$520	\$520
3"	\$485	\$455	\$435	\$395	\$355	\$340	\$340	\$340	\$340
2"	\$325	\$310	\$290	\$265	\$240	\$220	\$220	\$220	\$220
1"	\$200	\$190	\$180	\$160	\$135	\$120	\$120	\$120	\$120

For 2-color Vendor Row add \$75; 4-color Vendor Row add \$150

\*\*Combined annual dollars spent with Racer X, DMC Programs, and Racer X Online

Discounts: Agency: 15% discount. Net due. Visa, Mastercard, and AMEX accepted.

### 2019 Production Schedule

Issue	Space	Material	Digital Release	Newsstand
January 2019	10/4/2018	10/11/2018	11/7/2018	11/27/2018
February 2019	11/5/2018	11/12/2018	12/5/2017	12/25/2018
March 2019	12/3/2018	12/10/2018	1/9/2018	1/29/2019
April 2019	1/2/2019	1/10/2019	2/6/2018	2/26/2019
May 2019	1/31/2019	2/7/2019	3/6/2018	3/26/2019
June 2019	3/5/2019	3/12/2019	4/3/2018	4/23/2019
July 2019	4/4/2019	4/11/2019	5/8/2018	5/28/2019

Issue	Space	Material	Digital Release	Newsstand
August 2019	5/8/2019	5/15/2019	6/12/2018	7/2/2019
September 2019	6/5/2019	6/12/2019	7/10/2018	7/30/2019
October 2019	7/4/2019	7/11/2019	8/7/2018	8/27/2019
November 2019	8/8/2019	8/15/2019	9/11/2018	10/1/2019
December 2019	9/12/2019	9/19/2019	10/16/2018	11/5/2019
January 2020	10/3/2019	10/10/2019	11/6/2018	11/26/2019
February 2020	10/30/2019	11/6/2019	12/4/2018	12/24/2019

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