

Setting Up Your Bike for the Springfield Mile

AMERICAN
**DIRT
TRACK**

**DAYTONA
SHORT
TRACK**

"A NEW YEAR'S



**SPRINGFIELD
HANG-OUT
WITH HISTORY**

"WHERE THE PROS GO"

Historic Images of Ascot Park

SPONSORSHIP & AD SALES PROGRAMS



American Dirt Track Sponsorships

Includes Magazine and Website exposure

BRONZE SPONSOR

10 Positions

- Logo on TOC Page
- One Page Ad in Magazine
- Directory Ad
- New Product Releases
- Ad on website home page
- Email Copies to all Sponsor Customers - Consumers and Dealers

One Issue Cost - \$ 750
Five Issue Cost - \$3,000

SILVER SPONSOR

10 Positions

- Logo on TOC Page
- One Page Ad in Magazine
- Directory Ad
- Catalog Upload on Website
- New Product Releases
- Ad on website home page

- Email Copies to all Sponsor Customers - Consumers and Dealers

One Issue Cost - \$ 1,000
Five Issue Cost - \$4,000

GOLD SPONSOR

3 Positions

- Logo on TOC/Masthead Spread
- Two Page Ad in Magazine
- Directory Ad
- Catalog Upload on Website
- New Product Releases
- Product Evaluations and/or Race Services Feature
- Ad on Website home page
- Email Copies to all Sponsor Customers - Consumers and Dealers

One Issue Cost \$1,500
Five Issue Cost - \$6,000

PLATINUM SPONSOR

1 Position

- Leading logo on TOC/Masthead Spread
- Two Page Ad in Magazine
- Directory Ad
- Catalog Upload on Website
- New Product Releases
- Product Evaluations and/or Race Services Feature
- Interview with Race team
- Feature on company involvement in Dirt Track Racing
- Presenting Sponsor of Racing Calendar in Magazine and on Website
- Ad on Website home page
- Email Copies to all Sponsor Customers - Consumers and Dealers

One Issue Cost - \$5,000
Five Issue Cost - \$20,000

Magazine and Website Advertising

Includes Magazine and Website exposure

AUDIENCE

Everyone that Races and Loves Racing. Enthusiasts and fans everywhere that attend races, follow their favorite racers and seek out every detail and image they can about American Dirt Track Racing.

And all dirt track racers: those that hold a current dirt track racing number and anyone who has raced and loves the sport along with their race team, sponsors, family and friends.

Circulation goal:
10,000 Readers/Month.

MAGAZINE ADVERTISING

Ad Unit	1 Issue	5 Issues
2 page	\$1,200	\$ 4,800
1 page	\$ 800	\$ 3,200
1/2 page	\$ 600	\$ 2,400
Directory	\$ 300	\$ 1,200

Rider/Sponsor Thank You ads

50% off our regular 1 Issue rate. Racers and race teams can buy one or two issues.

Ad Unit	Per Issue
2 Page	\$600
1 Page	\$400
1/2 page	\$300
1/4 page	\$150

WEBSITE ADVERTISING

Home Page Skins:

\$1,200/month
\$2,500/3 months

Home Page Banner or Box:

\$300/month
\$750/3 months

Directory Listing

On website only:
\$150/month
\$350/3 months

PRODUCTION CALENDAR

2014 Frequency: Five Digital Issues

MAY 2014

Ad Deadline: March 24, 2014
Materials Due: March 26, 2014
On Sale: March 31, 2014

JULY 2014

Ad Deadline: May 26, 2014
Materials Due: May 28, 2014
On Sale: June 2, 2014

September 2014

Ad Deadline July 21, 2014
Materials Due: July 23, 2014
On Sale: July 28, 2014

NOVEMBER 2014

Ad Deadline August 25, 2014
Materials Due: August 27, 2014
On Sale: September 1, 2014

DECEMBER 2014

Ad Deadline October 20, 2014
Materials Due: Oct. 22, 2014
On Sale: October 27, 2014

Video Sponsor Program

Includes Magazine and Website exposure

What you get:

ON THE WEBSITE

A banner ad for the American DIRT Track Action Video Home Page, where all of the latest racing action videos are ready to view, plus a growing collection of great archived material from earlier racing days. Your company name is the first thing readers and viewers see when they are looking for the next video to check out, including your own company video.

IN THE MAGAZINE

Where ever there is a video link, your company name and logo will be part of the video screen frame that identifies video action throughout the magazine. Think of it as marquee at a movie theater - you

company name will be associated with the action and excitement at American DIRT Track Action Videos every time a dirt track enthusiast clicks on the video link.

What else:

IN THE DIRECTORY

Also included is the American DIRT Track Race Shop directory of companies, products and services racers need to compete and win. The ad unit is the equivalent size of a magazine 1/6 page and will be included in the Race Shop part of the Magazine and on the Web site. Click on the Directory and the reader goes to your company's unique American DIRT Track product and information library where every new product press release and fea-

ture for your company is listed and catalogued. We also upload your company current catalog or brochure to the American DIRT Track Website and it is linked to the magazine library and Race Shop ad. So when a customer checks out your race shop ad we give them a tour of your products featured at American DIRTTrack and a look through your catalog before we send them to you to make a purchase.

Annual Cost: \$3,000

12 Months on americandirt-track.com, 5 Issues of American DIRT Track Magazine
Advertising in American Dirt Track Digital Magazine