

# GENERAL RACING LTD.

606 Alamo Pintado #122, Solvang CA 93463 • Phone: (805) 686-9292

## 2006 Event Program Agreement

### Race Events: (please check all that apply)

- Wine Country Classic: June 5 - 6, 2006 - Materials Due April 1st, 2006
- Rolex Monterey Historic Automobile Races: August 18 - 20 2006 - Materials Due June 2, 2006
- Rolex Vintage Festival: September 2 - 5, 2006 - Materials Due July 1, 2006
- Coronado Classic Speed Festival: October 7 - 8, 2006 - Materials Due September 1, 2006

| SPACE         | 4 Color | B&W    |
|---------------|---------|--------|
| Back Cover    | \$4000  | NA     |
| Inside Covers | \$3000  | NA     |
| Inside Spread | \$3500  | NA     |
| Full Page     | \$2000  | \$1000 |
| 1/2 Page      | \$1000  | \$750  |
| 1/4 Page      | NA      | NA     |

NA = NOT AVAILABLE

| ADDED COLOR | 2nd Color | 3rd Color |
|-------------|-----------|-----------|
| Full Page   | \$1125    | \$1250    |
| 1/2 Page    | \$800     | \$850     |

\* Note: all of the above rates are non-commisionable

**Inserts:** Insert and Gatefold rate on application

**Bleeds:** A 10% charge will be made for bleeds

**Special Positions:** There will be a 10% charge for special positioning. Position is at the discretion of the publisher except where covered by contract.

**Contract & Copy Regulations:** Printing trade customs prevail.

- A. Advertisers and their agencies assume liability for all content (including text and illustrations) of advertisements printed and also assume responsibility for any claims arising there from and further agree to indemnify the publisher against any loss or expense from such claims.
- B. All elements of the advertisement are subject to publishers approval.
- C. Key numbers are not guaranteed. No rebate allowed for errors due to insertion of wrong key number.
- D. Advertisements not received at publishers office by copy closing date will not be entitled to revisions.
- E. Changes in insertion orders are not accepted after closing dates.
- F. All contracts are accepted subject to provisions of the current rate sheet.
- G. All typesetting, artwork, design or any special shipping arrangements done by the publisher will be charged at the prevailing local rates, plus a 15% service charge.

### Mechanical Requirements:

- A. All programs are printed offset.
- B. Non-Bleed plate sizes: Cover (4 color) - 7 1/2 x 10  
Inside Pages - 7 1/2 x 10  
1/2 Pg. Horizontal - 7 1/2 x 5  
1/4 Pg. 3 5/8 x 4 5/8
- C. Bleed Plate Sizes: Covers - 8 5/8 x 11 1/4
- D. Publication trim size: 8 1/2 x 11
- E. All material will be returned on written request.
- F. Binding method: Perfect

### Required Material:

Please call for FTP instructions.  
One progressive ad proof for all ads and/or Match Print acceptable.

### Digitally Supplied Artwork Requirements:

- A. QuarkXpress files (with fonts & links)
- B. Eps Files (fonts turned to outlines)
- C. Tiff files
- D. High Resolution PDF files

### Client

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone # \_\_\_\_\_

### Agency

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Contact Name \_\_\_\_\_

### Artwork Description

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Ad Size

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Color/BW

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Net Rate

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Position Request \_\_\_\_\_

Event Name(s) \_\_\_\_\_

Special Instructions \_\_\_\_\_

### PAYMENT MUST ACCOMPANY ALL MATERIALS

Artwork Enclosed

Check Enclosed

Please make checks payable to:

**GENERAL RACING LTD.**

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