

2009 ROAD & TRACK ANNUALS* CLASSIFIED RATES

*RT Car Buyer's Guide & RT Truck Buyer's Guide

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	6.55	131
Expand-Ad Classified	9.85	197
Bold Face Classified	7.95	159
Grey Screen Classified	8.20	164
Bold and Grey Screen Classified	9.40	188
Expand-Ad Bold Classified	10.90	218
Expand-Ad Grey Screen Classified	11.20	224
Expand-Ad Bold and Grey Classified	12.65	253
Centered line in addition to per word charge	45.10	in addition to per word charge
Spaced line in addition to per word charge	45.10	in addition to per word charge
Illustrated - B&W per inch	168	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	274	
Illustrated - 4 Color per inch	341	

DISPLAY			
Ad Size	Black & White	2 Color	4 Color
In Inches	1X	1X	1X
1"	447	533	579
1.25"	537	641	697
1.5"	658	784	851
1.75"	769	917	999
2"	859	1,020	1,112
2.25"	982	1,169	1,276
2.5" or 1/12 Pg	1,095	1,302	1,420
2.75"	1,206	1,435	1,563
3"	1,297	1,543	1,681
3.25"	1,390	1,655	1,804
3.5"	1,502	1,789	1,948
3.75"	1,613	1,922	2,091
4"	1,704	2,030	2,209
4.25"	1,823	2,173	2,368
4.5"	1,936	2,306	2,511
4.75"	2,047	2,440	2,655
5" or 1/6 Pg	2,137	2,542	2,773
5.25"	2,267	2,604	2,942
5.5"	2,335	2,686	3,024
5.75"	2,447	2,814	3,172
6"	2,534	2,916	3,285
6.25"	2,620	3,014	3,398
6.5"	2,732	3,142	3,541
6.75"	2,843	3,270	3,690
7" or 1/4 Pg	2,888	3,321	3,746
7.25"	3,019	3,470	3,910
7.5"	3,129	3,598	3,941
7.75"	3,160	3,629	3,977
8"	3,220	3,700	4,054
8.25"	3,349	3,854	4,218
8.5"	3,439	3,951	4,331
8.75"	3,550	4,080	4,469
9"	3,641	4,187	4,587
9.25"	3,745	4,310	4,720
9.5"	3,858	4,438	4,864
15" or 1/2 Pg	5,787	6,657	7,298
Full Page			47,360