

2010 ROAD & TRACK CLASSIFIED RATES

Circulation: 700,000

Published 12x Per Year

Effective January Issue

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	15.90	318
Expand-Ad Classified	23.40	468
Bold Face Classified	18.85	377
Grey Screen Classified	19.95	399
Bold and Grey Screen Classified	22.85	457
Expand-Ad Bold Classified	26.50	530
Expand-Ad Grey Screen Classified	27.50	550
Expand-Ad Bold and Grey Classified	30.80	616
Centered line in addition to per word charge	92.00	in addition to per word charge
Spaced line in addition to per word charge	92.00	in addition to per word charge
Illustrated - B&W per inch	883	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	1140	
Illustrated - 4 Color per inch	1313	

DISPLAY									
Ad Size In Inches	Black & White			2 Color			4 Color		
	1X	6X	12X	1X	6X	12X	1X	6X	12X
1"	1,571	1,490	1,411	1,958	1,876	1,794	2,163	2,086	2,009
1.25"	2,163	2,058	1,949	2,547	2,440	2,332	2,757	2,650	2,542
1.5"	2,425	2,303	2,180	2,809	2,686	2,563	3,019	2,896	2,773
1.75"	2,682	2,550	2,414	3,065	2,932	2,798	3,275	3,142	3,008
2"	2,942	2,791	2,646	3,321	3,172	3,024	3,531	3,388	3,239
2.25"	3,284	3,118	2,954	3,664	3,500	3,336	3,875	3,711	3,547
2.5" or 1/12 Pg	3,448	3,274	3,104	3,828	3,654	3,485	4,039	3,864	3,695
2.75"	3,702	3,515	3,331	4,085	3,900	3,716	4,295	4,110	3,926
3"	3,952	3,754	3,559	4,336	4,136	3,941	4,546	4,346	4,151
3.25"	4,204	3,995	3,783	4,582	4,377	4,167	4,792	4,587	4,377
3.5"	4,453	4,229	4,007	4,833	4,613	4,392	5,048	4,823	4,602
3.75"	4,701	4,465	4,229	5,084	4,843	4,613	5,294	5,053	4,823
4"	4,945	4,699	4,451	5,330	5,084	4,833	5,540	5,289	5,043
4.25"	5,192	4,934	4,672	5,576	5,315	5,053	5,786	5,525	5,263
4.5"	5,433	5,163	4,889	5,817	5,545	5,274	6,027	5,755	5,484
4.75"	5,798	5,506	5,216	6,181	5,889	5,597	6,391	6,099	5,807
5" or 1/6 Pg	5,990	5,692	5,389	6,370	6,073	5,771	6,581	6,288	5,986
5.25"	6,183	5,876	5,565	6,565	6,258	5,950	6,775	6,468	6,160
5.5"	6,380	6,056	5,736	6,760	6,437	6,124	6,970	6,647	6,335
5.75"	6,569	6,242	5,914	6,950	6,627	6,294	7,160	6,837	6,504
6"	6,764	6,424	6,087	7,144	6,806	6,468	7,354	7,021	6,678
6.25"	6,955	6,608	6,263	7,339	6,991	6,642	7,549	7,201	6,852
6.5"	7,148	6,794	6,435	7,534	7,175	6,816	7,744	7,390	7,026
6.75"	7,344	6,976	6,608	7,723	7,360	6,991	7,934	7,570	7,201
7" or 1/4 Pg	7,536	7,158	6,781	7,918	7,539	7,165	8,128	7,749	7,375
7.25"	7,727	7,344	6,955	8,113	7,723	7,339	8,323	7,934	7,549
7.5"	7,924	7,528	7,133	8,308	7,908	7,513	8,518	8,118	7,723
7.75"	8,115	7,710	7,306	8,497	8,092	7,688	8,707	8,303	7,898
8"	8,310	7,894	7,478	8,692	8,277	7,862	8,902	8,487	8,072
8.25"	8,502	8,078	7,652	8,887	8,461	8,036	9,097	8,672	8,246
8.5"	8,696	8,259	7,826	9,076	8,641	8,210	9,287	8,851	8,420
8.75"	8,890	8,445	8,000	9,271	8,825	8,379	9,481	9,035	8,590
9"	9,079	8,627	8,175	9,461	9,010	8,559	9,671	9,220	8,769
9.25"	9,275	8,811	8,349	9,661	9,194	8,728	9,871	9,404	8,943
9.5" or 1/3 Pg	9,662	9,177	8,696	10,045	9,558	9,076	10,255	9,773	9,287

RT Direct Shopping Section, Available in 4 Color Units: \$4,040

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