

**Welcome to the future of niche magazine publishing.** Internet advertising allows your company to reach current and new customers online throughout the world. The Internet combines the best of the old methods of advertising: it combines the immediacy of television with the permanence of print — plus you and your customer can have direct communication. No other medium offers such access to a target market.

The immediacy means that we can change your ad TODAY if necessary. Because all issues of our magazines are archived, your ad will permanently be available to our readers. All ads are full color and are connected to your website.

Our monthly online magazines are designed to look like print magazines, with a front cover, a table of contents, and individual pages. We are not limited to a certain number of pages per issue and we add content constantly throughout the month, so your ad will appear on more than one page during the month at no additional cost.

New Product press releases are welcome and will be used regardless of whether or not you advertise, based upon your product's relevance to our readers.

## SAMPLE PAGES

The sample pages show a magazine layout with several ad placements:

- BANNER AD:** Located at the top of the page, featuring a racing scene and promotional text.
- SMALL SQUARE AD:** A vertical ad on the left side, featuring a car and the text "MSD IGNITION".
- COLUMN AD:** A vertical ad on the right side, featuring a car and the text "FREE HOLLEY T-SHIRT".

## RATES and SPECS

If Racing Net Source, LLC is requested to design and/or produce an ad, all copy and artwork necessary must be received fifteen (15) days prior. All production charges will be billed at the prevailing rate.

**FULL PAGE \$1,250 per month**  
1-column ad plus 2 banner ads with links  
**BANNER SIZE:** 458 x 60 pixels  
**COLUMN SIZE:** 225 x 1200 pixels

All prices are NET. Prices listed are for each magazine.

**SPREAD \$2,500 per month**  
Full page, full screen ad  
**SIZE:** 760 x 360 pixels

**COLUMN SPONSORSHIP \$1,500 per month**  
Paid position. "Presented by" and logo on Table of Contents by column name, plus always first page placement of full internet page within column

**INSTA-PAGE \$1,000 per month**  
**SIZE:** 400 x 600 pixels

**INSTA-PAGE HORIZ. \$1,000 per month**  
**SIZE:** 720 x 333 pixels

**LARGE SQUARE \$600 per month**  
**SIZE:** 300 x 450 pixels

**SMALL SQUARE \$450 per month**  
**SIZE:** 325 x 280 pixels

**SPEED CONNECTIONS \$50 per month**  
Performance directory listing  
**SIZE:** 180 x 112 pixels

## COMBO DISCOUNTS

Advertisers running the same size ad in two (2) magazines will receive a **5% discount** on both ads; advertisers running in all three (3) magazines will receive a **10% discount** on all ads.

## DEFINITIONS

Our magazines measure the number of "unique visitors" to give an accurate count of our readership. Some others may talk of "hits." What is the difference?

A hit corresponds to an individual request for a file from the web server. For example, a web page that contains 10 images will generate 11 "hits," one for each image and one for the web page. Hits are not an accurate measure of traffic.

A unique visitor is identified based on a combination of IP address, operating system, browser, and sometimes other information as well. A unique visitor is only counted once, regardless of how many "visits" they generate.

**RACING  
NET  
SOURCE  
LLC**

**Publishers  
of Online  
Performance  
Magazines**

**DragRacingOnline.com  
MaxChevy.com  
MoparMax.com**

**2006**  
Advertising Rates



[www.DragRacingOnline.com](http://www.DragRacingOnline.com)

Since it was first published in 1999, Drag Racing Online has been covering the straight-line sport from "a different perspective." DRO covers all sanctioning bodies with allegiance to none. Our mission is to provide our readers with information about what is going on in the sport, good or bad.

Editor Jeff Burk has been a photo-journalist covering drag racing for 30 years. He was formerly the Editor/Publisher of Midwest Racer, Senior Editor at Petersen's Drag Racing Magazine, and Editor of Super Stock & Drag Illustrated.

Editor at Large Chris Martin has been with DragRacingOnline.com since its beginning, and previously was with National DRAGSTER for 20 years.

"Agent 1320" keeps tabs on the latest news and rumors. Our columnists are some of the most respected (and sometimes controversial) voices in the sport. Our writers and photographers are second to none.

## DEADLINES

Drag Racing Online is published on the 8th of each month. The advertising deadline is the 1st of each month, however ads can be added at any time and will be extended for a total of thirty (30) days.

**Editor: Jeff Burk**  
**636-272-6301**  
**jeffb Burk@DragRacingOnline.Com**

**New Product press releases to**  
**newproducts@DragRacingOnline.com**



[www.MaxChevy.com](http://www.MaxChevy.com)

New for 2006, MaxChevy.com gives the maximum coverage of everything Chevy: drag racing, NASCAR racing, trucks, tech, car shows, restoration, people, products and more. We also include special coverage of Super Chevy Shows.

Editor Terry Cole has over 20 years experience, beginning with National DRAGSTER and the last 14 as editor of Super Chevy.

Editor at Large, Glen Grissom has 25 years experience in print magazines (Circle Track and Stock Car Racing), tech writing and Internet writing and production. Our columnists, writers and photographers are seasoned veterans also.

## DEADLINES

MaxChevy.com is published on the 15th of each month. The advertising deadline is the 8th of each month, however ads can be added at any time and will be extended for a total of thirty (30) days.

**Editor: Terry Cole**  
**909-215-0757**  
**editor@MaxChevy.com**

**New Product press releases to**  
**newproducts@MaxChevy.com**



[www.MoparMax.com](http://www.MoparMax.com)

Also new in 2006, MoparMax.com provides diehard Mopar fans one place to get information about Chrysler, Plymouth and Dodge vehicles. We cover drag racing, NASCAR racing, trucks, tech, car shows, restoration, people, products and more.

Editor Mike Bumbeck has contributed as a writer and photographer to Gearhead Magazine, the Goodguys Gazette, and Drag Racing Monthly. He also specialized in the automotive performance aftermarket for an ad agency and produced special Chrysler content on the Ask Jeeves website.

Editor at Large Geoff Stunkard has many years of experience as an author and photographer, and is a noted drag racing and Mopar historian. He was formerly editor of Mopar Muscle and IHRA's Drag Review magazines, as well as his own Quarter Milestones. Our writers and photographers are among the best in the business.

## DEADLINES

MoparMax.com is published on the 1st of each month. The advertising deadline is the 25th of the preceding month, however ads can be added at any time and will be extended for a total of thirty (30) days.

**Editor: Mike Bumbeck**  
**818-391-6599**  
**editor@MoparMax.com**

**New Product press releases to**  
**newproducts@MoparMax.com**

## POLICIES

Publisher's liability for a missing ad shall be limited to extending the number of days the ad will be online to a total of thirty (30) for each month contracted.

Minimum contract term is three (3) months. Ads will be picked up for each new issue unless written notification and new material is received by Publisher five (5) working days before the issue is to be posted.

Agencies will be held fully responsible for all charges pertaining to their client accounts. Advertisers will be held fully responsible for all billings on which their agencies and/or representatives default.

Advertisers agree to pay Publisher for all expenses, including attorney's fees and court costs, incurred to collect any amount due under a verbal or written advertising agreement.

## BILLING INFORMATION

First month's payment must accompany all orders unless credit has been allowed by Publisher or established with the Racing Net Source, LLC accounting office. Past-due accounts may be dropped from advertising schedule without prior notice. Any account not paid in full for a period of thirty (30) days from invoice date will be assessed a 1.5% per month interest charge until brought to current status.

## CONTACT INFORMATION

**Jeff Burk, Publisher**  
**636-272-6301**  
**jeffb Burk@dragracingonline.com**

**Darr Hawthorne, Director of Sales**  
**818-906-8222**  
**hawthorne@dragracingonline.com**

**Racing Net Source, LLC**  
**114 E. Elm St., Suite 8**  
**O'Fallon, MO 63366-2642**  
**636-272-6301 / FAX: 636-272-0412**