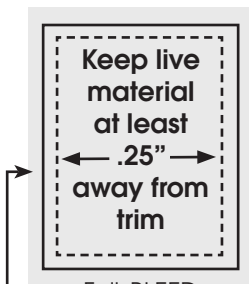
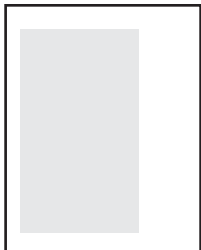


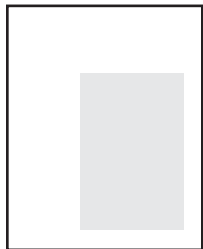
Full, no bleed  
7.125 x 9.5



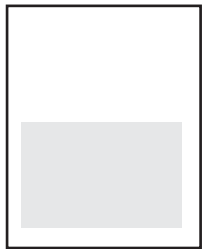
Keep live material at least  
← .25" →  
away from trim  
Full, BLEED  
8.125 x 10.75  
PLUS .25" all sides



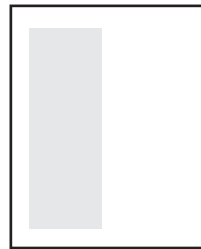
2/3  
4.75 x 9.5



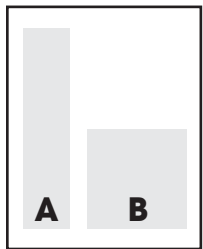
1/2 ISLAND  
4.75 x 7.125



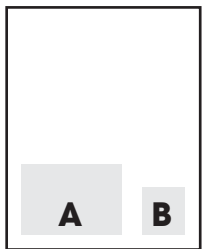
1/2 HORIZONTAL  
7.125 x 4.75



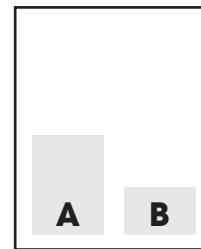
1/2 VERTICAL  
3.5 x 9.5



**A** - 1/3 VERTICAL  
2.25 x 9.5  
**B** - 1/3 SQUARE  
4.625 x 4.625



**A** - 1/4 HORIZONTAL  
4.625 x 3.5  
**B** - RACERS' MARKET  
2.125 x 2.125



**A** - 1/4 VERTICAL  
3.5 x 4.625  
**B** - 1/8 HORIZONTAL  
3.5 x 2.25

## Contact Information

**Publisher:** Brian McLeod, 828.226.3383

**Editor:** Tim Lee, 865.689.6533

**Art Director:** Susan Bauer Lee, 865.689.6533

**Advertising:** Kim Sieck, 828.835.8286, kim@latemodelillustrated.com  
Carolyn McLeod, 828.835.8286, carolyn@latemodelillustrated.com

**Subscriptions & Promotions:** Ashley Lackey, 828.837.1353

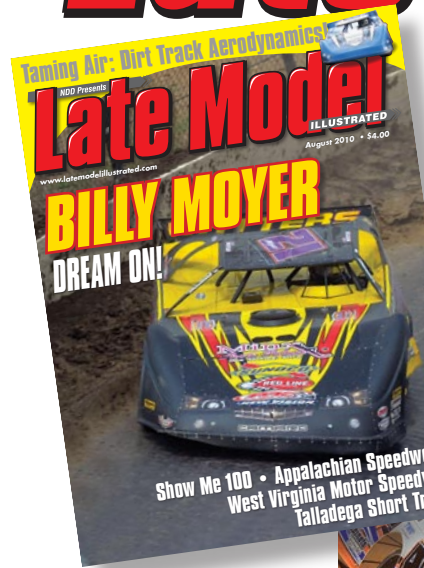
McLeod Media LLC • 1192 H Andrews Road • Murphy, NC 28906

Phone: 828.837.1353 • Fax: 828.837.7718

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

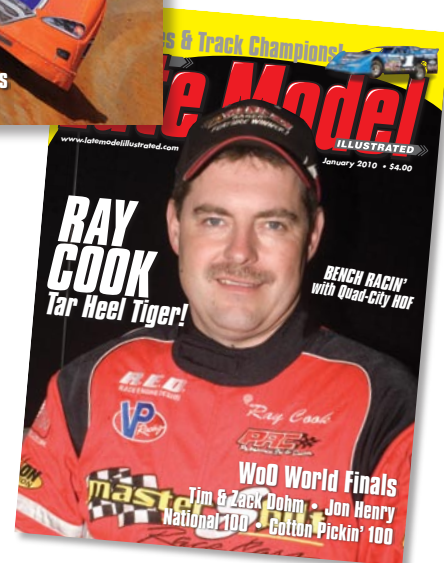
# Late Model ILLUSTRATED

## 2011 Rate Card



Entering its third year, *Late Model Illustrated* is firmly established as dirt Late Model racing's most popular and respected publication for timely news, features and behind-the-scenes stories. Known for its excellent, crisp and entertaining writing, along with featuring the most creative layout and best photography available in the industry, the monthly glossy publication continues to lead the pack with insightful and interesting information gathered from the national landscape of dirt Late Model racing.

Each action-packed issue features a host of solid feature articles, in-depth race coverage, behind-the-scenes tidbits and a solid dose of color photography that keeps the publication consistently in demand among the dirt Late Model fraternity.



# NDD Presents **Late Model** ILLUSTRATED

## 2011 Ad Rates

|  | 1x      | 3x      | 6x      | 12x     |
|--|---------|---------|---------|---------|
| Back Cover . . .                             | \$1,400 | \$1,300 | \$1,200 | \$1,100 |
| Inside Front . . . .                         | 1,100   | 1,050   | 1,000   | 950     |
| Inside Back . . . .                          | 1,000   | 950     | 900     | 850     |
| Full . . . . .                               | 750     | 700     | 650     | 600     |
| 2/3 . . . . .                                | 600     | 550     | 500     | 450     |
| 1/2 . . . . .                                | 450     | 400     | 350     | 325     |
| 1/3 . . . . .                                | 350     | 325     | 300     | 250     |
| 1/4 . . . . .                                | 250     | 225     | 200     | 175     |
| 1/8 . . . . .                                | 200     | 175     | 150     | 125     |
| Racers' Market (12 Issue contract) . . . . . | \$600   |         |         |         |

**Color: add \$150 per insertion**

## Publishing Schedule

| Issue        | Ad Deadline | Est. Mail |
|--------------|-------------|-----------|
| December 10  | 10.15.10    | 11.12.10  |
| January 11   | 11.12.10    | 12.15.10  |
| February 11  | 12.03.10    | 01.11.11  |
| March 11     | 01.07.11    | 02.15.11  |
| April 11     | 02.11.11    | 03.15.11  |
| May 11       | 03.11.11    | 04.13.11  |
| June 11      | 04.08.11    | 05.11.11  |
| July 11      | 05.06.11    | 06.08.11  |
| August 11    | 06.03.11    | 07.06.11  |
| September 11 | 07.15.11    | 08.17.11  |
| October 11   | 08.12.11    | 09.14.11  |
| November 11  | 09.09.11    | 10.12.11  |
| December 11  | 10.07.11    | 11.09.11  |
| January 12   | 11.04.11    | 12.07.11  |

**Mechanical Requirements:** All ads must be submitted in digital form. We can accept the following formats:

- **Quark 6.5:** must include all linked graphics and fonts.
- **InDesign CS2:** must include all linked graphics and fonts.
- **Photoshop CS2:** tiff, eps, or jpeg. Layers must be flattened.
- **Illustrator CS2:** must include all linked graphics, fonts must be converted to outlines, and transparencies should be flattened.
- **PDF:** file should be distilled to press quality standards; fonts must be embedded. If you wish to distill your PDF to our press standards, we can supply pre-sets.

Please note: we cannot accept ads built in Microsoft Publisher or Microsoft Word. If you need assistance, we will be happy to build your ad at no extra charge.

**Resolution:** *Late Model Illustrated* is printed on glossy paper with a line screen of 150 lpi. **Our minimum resolution requirement is 300 dpi.**

**Specifications:** *Late Model Illustrated* is a 4-color glossy magazine. Ads are based on a trim size of 8.125" x 10.75".

**Color:** We cannot accept ads that include custom or PMS colors. Please make sure to convert all colors to their CMYK equivalent.

McLeod Media LLC cannot be held responsible for ads that do not meet our mechanical specifications. Ad content is checked for potential problems and PDF files are pre-flighted. If we discover a problem with your ad, you will be notified and given the opportunity to make corrections before the ad goes to press. We reserve the right to reject any advertising that is deemed not to be in keeping with the standards of *Late Model Illustrated*.

**Ad Delivery:** Ads may be submitted on CD or by email. We also offer FTP access for large ad files. Please discuss with your ad representative which option would be best for you. Ad copy and camera-ready material is due in our offices by the dates specified in this rate card. We cannot be held responsible for advertising materials that arrive after the deadline.

**Position:** Requested positioning of advertising, exclusive of inside and back covers, will be followed as closely as possible. However, we reserve the right to place advertising in a better position WITHOUT INCREASED CHARGE. We also reserve the right to locate ads as space permits.

**Terms and Conditions:** Advertisers and agencies assume all liability for contents of published advertising, including text and/or illustrations. Advertisers and agencies assume all responsibility for any claim arising therefrom against the publication.

**Agency Discount:** Fifteen percent agency discount to recognized advertising agencies.

**Payment:** Advertisers will be billed monthly. Payment is due upon receipt of invoice.