



Old Bridge Township Raceway Park, Inc.

230 PENSION ROAD • ENGLISHTOWN, N.J. 07726 • Tel. 732-446-7800 • FAX 446-1373

info@etownraceway.com www.racewaypark.com

RACEWAY NEWS CAN HELP YOU PROMOTE & SELL YOUR PRODUCTS & SERVICES TO THE RACEWAY PARK ENTHUSIAST MARKET

Old Bridge Township Raceway Park's weekly publication, *Raceway News*, enters its 42nd consecutive year in print with the start of the 2010 season at Raceway Park. Published during the Raceway Park season, approximately 41 issues, *Raceway News* is distributed free to a minimum of 750,000 racers and fans during a season through a variety of methods. They include direct distribution to racers and fans at Raceway Park, through subscriptions, and through free over-the-counter distribution at roughly 300 commercial outlets that receive weekly UPS deliveries of *Raceway News*.

The original goal and concept of *Raceway News* remains the same today as it did 41 years ago and that was to promote Raceway Park, its racers and supporters, and to offer *Raceway News*' advertisers a means to promote their products and services directly to Raceway Park racers and fans. Raceway Park presently hosts more than 158 drag racing events a year. This in addition to motocross races; weekly motocross practice, plus a season long road course karting series, in addition to an all new 1.3 mile multipurpose road course.

Raceway News will be a big part of all of these 2010 events, providing advance promotion, event coverage, and a diverse market for advertisers. Coverage in 2010 will include editorial and photo results, human interest stories, racer profiles, and advertiser special products and services features are also planned. This, plus current updates about ongoing Raceway Park championship points series, all forms of national event coverage, and previews of Raceway Park's coming events.

There is never an "off weekend" at Raceway Park or with *Raceway News*. There is always something for everyone at Raceway Park on any given weekend and it can all be found within the pages of *Raceway News* for free! If you have a product or service to sell, we have a market for you and you can reach it through the *Raceway News*.



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RACEWAY NEWS ADVERTISING RATES

DIMENSIONS

	Height	x	Width
FULL PAGE	12"	x	10"
HALF PAGE	6"	x	10"
1/4 PAGE	6"	x	5"
1/8 PAGE	3"	x	5"
1/32 PAGE	1 1/4"	x	3 1/4"

BUSINESS CARD size season rate holder - \$10 per insertion. Ad must run entire season, full balance due by first insertion.

THE FOLLOWING IS THE RACEWAY NEWS ADVERTISING RATES (COST PER INSERTION)

AD SIZE	SINGLE PROGRAM	MAJOR EVENT PROGRAM	SEASON PROGRAM	MOTOCROSS PROGRAM
Full Page	\$586.00	\$520.00	\$490.00	\$394.00
1/2 Page	\$517.00	\$429.00	\$400.00	\$283.00
1/4 Page	\$297.00	\$252.00	\$222.00	\$148.00
1/8 Page	\$200.00	\$171.00	\$152.00	\$105.00
1/32 Page	\$114.00	\$ 97.00	\$ 84.00	\$ 54.00

Above rates are for Black & White ads.
For each additional color, add \$115 per color.
Deadline is 11 days prior to cover date of issue.
Cover dates are always Sunday dates.

Ads can e-mailed to dolphindesign@comcast.net.
Ads should be JPEG files.

Ad composition available for an additional cost.