



2010 MEDIA KIT

SUBMIT MATERIALS TO:
 Road King Magazine
 2501 McGavock Pike, Suite 1702
 Nashville, TN 37214

PHONE (615) 627-2215
FAX (615) 627-2197

2010 Display Rates & Closing Dates

4-Color	1x	3x	6x	9x	12x	15x	18x
1/4 page	\$6,864	\$6,765	\$6,694	\$6,600	\$6,534	\$6,468	\$6,380
1/3 Page	\$7,002	\$6,879	\$6,831	\$6,754	\$6,672	\$6,606	\$5,973
1/2 Page	\$9,438	\$9,279	\$9,163	\$9,037	\$8,905	\$8,795	\$8,547
2/3 Page	\$11,369	\$11,154	\$11,011	\$10,835	\$10,676	\$10,516	\$10,357
Full Page	\$13,668	\$13,404	\$13,200	\$13,008	\$12,782	\$12,557	\$12,375

B & W	1x	3x	6x	9x	12x	15x	18x
1/4 Page	\$3,696	\$3,625	\$3,548	\$3,454	\$3,399	\$3,328	\$3,179
1/3 Page	\$3,801	\$3,707	\$3,630	\$3,564	\$3,476	\$3,410	\$3,262
1/2 Page	\$6,182	\$6,023	\$5,913	\$5,786	\$5,664	\$5,539	\$5,297
2/3 Page	\$8,058	\$7,854	\$7,695	\$7,535	\$7,782	\$7,211	\$7,046
Full Page	\$10,307	\$10,043	\$9,840	\$9,636	\$9,427	\$9,202	\$9,015

Color

For 2-color, add \$1,650 to black & white rates. (No charge for bleed.)

Terms

Net 30. Service charge of 3% added to invoices over 30 days for each month or portion thereof.

Preferred Positions

Preferred or guaranteed positions are available at a premium of 10% of the black and white rate. Contact your sales representative for more information.

Inserts

Accepted; rates on request.

Agency Commission

Agency commission of 15% applies to above quoted gross rates.

2010 ISSUE & CLOSING DATES		
Issue	Ad Reservations Due	Materials Due
January/February	November 19, 2009	November 25, 2009
March/April	January 25	January 29
May/June	March 22	March 26
July/August	May 21	May 27
September/October	July 26	July 30
November/December	September 20	September 24

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SIZES OF ADVERTISEMENTS				
Trim Size-Inches	No Bleed		Bleed	
	Width	Length	Width	Length
One page	8"	10-1/2"	(Art extends 1/8" beyond trim)	
Two page spread	(2) 8" x 10-1/2" as facing pages		(Art extends 1/8" beyond trim)	
2/3 page (vertical)	4-1/2"	9-1/2"	*5"	10-3/4"
1/2 page (horizontal)	7-1/2"	4-1/2"	NA	NA
1/2 page (spread)	15-1/4"	4-3/4"	16-1/4"	5-3/8"
1/3 page (vertical)	2-1/4"	9-1/2"	*2-3/4"	10-3/4"
1/3 page (horizontal)	7-1/4"	3"	8-1/4"	**3-7/8"
1/4 page (vertical)	3-1/2"	4-1/2"	NA	NA

ELECTRONIC FILE SIZES ONLY

*Document size includes a bleed to one side only. ** Document size includes a bleed to bottom only.

Preferred Media

Digital Printer Ready: Full page or larger files for print ready materials should be submitted as CMYK in SWOP endorsed PDF/X1A formats. Please supply a SWOP proof made directly from the supplied file.

Please ensure that all document sizes are created to the material specifications, no internal crop marks. Full page bleed ads should be created to trim size and artwork should be extended to 1/8" beyond trim. Keep live matter 1/4" from all trimmed edges.

If native files are supplied, supply preflighted files as Macintosh format in Quark Xpress® or Illustrator®. Include all supporting files: high-resolution images and fonts. Acceptable media for file transfer is a CD or DVD disc. All files should be submitted in their native format and at the proper resolution. Electronic images should be supplied as an .eps or .tif format at 300 dpi and as CMYK. All live artwork should be placed at no more than 120% or less than 80%

of its actual size. Convert all colors to process separation including Illustrator® .eps files.

Proofs

Proofs must accompany all materials. Laser proof for B/W ads. Please supply a SWOP contract proof made directly from the supplied file for all color ads.

Fonts

Include all fonts both screen and printer, (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) fonts are preferred. If the font you want/need is available only as a TrueType (TT) font, please let us know when the job is submitted. In some instances, the conversion from TrueType to Type 1 can cause some reflow of text.

File Transfer Protocol (FTP)

File Transfer Protocol (FTP) is also available for uploading. Call our production department at (615) 627-2215 or email art@roadking.com for User ID and password. If using FTP, files must be com-

pressed with Stuffit® as Self Extracting Archives (.sea) and when uploaded, must be encoded as BinHex (.hqx) file. Fax notification and a proof to our production department at (615) 627-2197. A .pdf file can be sent as a color proof only.

Material Requirements

Publication trim size: 8" x 10-1/2." For full page bleed ads, extend any art 1/8" beyond the trim. Live matter should be kept 1/4" from trim. No charge for bleed.

Printed: web offset

Binding: saddle-stitched

Road King reserves the right to reject or exclude all advertising or any advertisement that is in its opinion unethical, misleading, unfair or otherwise incompatible with the character of the publication.