

RC Driver

RC Driver is an exceptional advertising value, offering superior production quality and a generous ratio of editorial content that inspires readers and drives sales. In addition, our aggressive distribution strategy puts the magazine in front of every consumer you want to reach, from enthusiastic newcomers to experienced hobbyists. *RC Driver* continues to expand our high profile special event programs paired with major race events including the Indianapolis 500 and the Allstate 400 at the Brickyard, generating national television exposure and introducing racing fans to the RC car hobby.

Each issue is packed with exciting feature articles, previews of new products and accessories—including a monthly boat section—informative columns, step-by-step how-to articles and in-depth reviews of the latest vehicles by the industry's top editors. Exciting vehicle projects, coverage of celebrity hobbyists and many articles for beginners complement this mix. *RC Driver* also offers readers a higher percentage of editorial pages, a family-friendly tone and superior paper for a brighter, higher quality representation for your company.

To reach the largest possible market for your products, *RC Driver* puts the strength of North America's largest newsstand distributor, Curtis Circulation, to work for our advertising clients, ensuring our magazine and your advertising reaches consumers at the newsstand. Meanwhile, our strong relationship with hundreds of hobby shops through our direct distribution program keeps *RC Driver* available at the heart of the hobby market.

Advertising Rates

RC DRIVER	1x	6x	12x
1 page	\$2,205	\$2,040	\$1,875
2/3	\$1,985	\$1,820	\$1,655
1/2	\$1,765	\$1,545	\$1,380
1/3	\$1,545	\$1,215	\$1,050
1/4	\$1,105	\$880	\$720
1/6	\$ 830	\$ 660	\$ 550
1/12	\$ 660	\$ 440	\$ 330
	Full Page	2/3	1/2 1/3 or lower
Four color	\$600	\$450	\$400 \$250
Black plus one process color	\$200	\$175	\$135 \$100
Black plus PMS color match	\$300	\$300	\$300 \$300

Rates effective with February 2006 issue

Closing Schedule

RC DRIVER

Issue	Closing	Material Due	On Sale
January-06	10/11/05	10/18/05	11/29/05
February-06	11/4/05	11/11/05	12/27/05
March-06	12/2/05	12/9/05	1/24/06
April-06	1/13/06	1/20/06	2/28/06
May-06	2/10/06	2/17/06	3/28/06
June-06	3/10/06	3/17/06	4/25/06
July-06	4/14/06	4/21/06	5/30/06
August-06	5/11/06	5/18/06	6/27/06
September-06	6/9/06	6/16/06	7/25/06
October-06	7/14/06	7/21/06	8/29/06
November-06	8/10/06	8/17/06	9/26/06
December-06	9/15/06	9/22/06	10/31/06

To make advertising reservations, please contact the Advertising Sales Department at (203) 431-7787, x101, email: sales@rcdriver.com

Media Specifications

CD-ROM (CD-recordable) 650MB/74 min. or 700MB/80min.

Floppy disk 3 1/4 inch

Email (up to 7MB files) email files to: ads@maplegatemedias.com

FTP—If you have an FTP site, please provide address for file retrieval.

Platform: PC/Windows

Software Specifications

Quark Xpress 5.01 to 4.0 (for Mac or PC)

Adobe Photoshop 7.0-4.0 (for Mac or PC)

Acrobat 5.0

(We can only accept programs that export composite postscript)

Image Specifications

All image files must be set to 300dpi.

Image files must be Photoshop compatible.

Photoshop TIFF files are the desired format.

Photoshop single file EPS will also be accepted.

All color image files must be set up to CMYK.

Please do not use jpeg encoding. All high res files with clipping paths must be in EPS format.

Font Specifications

Please include all screen and printer (postscript Type 1) fonts.

True type fonts are not recommended.

(We will follow up with you if fonts are not submitted. However, if fonts remain unavailable, Maplegate will select a font replacement.)

Proofs

A Proof must be delivered regardless of media – digital or standard. Maplegate cannot accept responsibility for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Contract Proofs

(please submit if color is critical)

Fuji Pictro Proof

Kodak Approval

Imation Rainbow

Polaroid Polaproof

Dupont Waterproof

Kodak DCP 9000

Content Proofs

(Required if no Contract Proof is provided)

The following proofs will be used for content only, not color: color or B&W laser proof.

For conventional B&W ads, you should provide an acceptable B&W proof such as Velox, Dylux, or blueline. Laser prints are not an acceptable color proof.

Advertising Policies

- All advertisements that are accepted by the Publisher are published on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof.
- All copy, text, and illustrations are subject to the Publisher's approval before execution of order. We reserve the right to omit or decline advertising for any reason at any time.
- When changes in copy are not received by the closing date, copy run in previous issues will be inserted for those clients earning contract/frequency discounts.
- Ads canceled after the published deadline will be charged.
- The Publisher assumes no liability for copy received after the closing date.
- All contracts are accepted with the provision that rates are subject to change.
- In consideration of the magazine's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and hold harmless the magazine and its officers, employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising from the copying, printing, or publishing of its advertisement, including, without limitation, reasonable attorneys' fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, and copyright or trademark infringement.
- The Publisher shall not be responsible for any liability whatsoever for any failure to publish or circulate all or any issues of the magazine because of strike, work stoppage, accident, act of God or any other circumstance not within the Publisher's control.
- Unintentional or inadvertent failure by the Publisher to publish advertising matter invalidates the insertion order for such matters, but does not constitute a breach of contract or otherwise subject the Publisher to any liability whatsoever.
- The Publisher shall not be liable for any error in the Advertisers Index.
- The Publisher shall have the right to hold the Advertiser and its agency liable for such monies that are due and payable to the Publisher for advertising ordered and published by either the Advertiser or its agency.
- The Publisher reserves the right to—without prior notice—suspend application of these policies, to amend any policy, or to create any new policy.

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Editorial Policy

Maplegate's editorial philosophy is based on journalistic independence, professionalism and a commitment to accurate, fair and unbiased reporting of radio control industry news. Product evaluations and technical recommendations will be based on conscientious, factual reporting and careful analysis. Maplegate editors promise absolute confidentiality with respect to product

General Information

- "Publisher" means Maplegate Media Group.
- Advertising Agencies receive a 15% commission on space charges only if paid within 30 days of invoice. This applies only to recognized members of the AAAA professional advertising agencies. Production charges and color are non-commissionable.
- All invoices due net 30 days, with a 2% cash discount only if paid within 10 days of invoice date.
- New advertisers must include full payment with first three insertion orders to establish credit.
- The Publisher may refuse ads which do not relate to the material covered in the magazine.
- Preprinted articles are available from the magazines. Inquire for additional information, technical specifications and charges.

Submitting your advertising materials

Email to ads@maplegatemediagroup.com

Or mail to:

Advertising Department
Maplegate Media Group
650 Danbury Road
Ridgefield, CT 06877

Ad material not used after 12 months will be destroyed.

Inserts: Rates, specifications and availability on request. Please contact your advertising sales representative for details.

Advertising Material Specifications

Please set full page ads to publication trim size 8"x10 7/8"

Bleed: 1/8-inch on all four sides. Allow 3/8" safety from trim on all sides for live matter.

Fractional Ad Dimensions

FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
7" x 10"	4 ⁵ / ₈ " x 10"	4 ⁵ / ₈ " x 7 ¹ / ₂ " (V) 7" x 5" (H)	2 ¹ / ₂ " x 10" (V) 7" x 3 ¹ / ₄ " (H) 4 ⁵ / ₈ " x 5" (S)
1/4 PAGE	1/6 PAGE	1/12 PAGE	
7" x 2 ¹ / ₂ " (H) 2 ¹ / ₄ " x 7 ¹ / ₂ " (V) 4 ⁵ / ₈ " x 3 ³ / ₄ " (S)	4 ⁵ / ₈ " x 2 ¹ / ₂ " (H) 2 ¹ / ₄ " x 5" (V)	2 ¹ / ₄ " x 2 ¹ / ₂ " (S)	H=HORIZONTAL V=VERTICAL S=SQUARE

information gathered in the course of developing magazine content and will sign confidentiality agreements upon request. Maplegate editors will not share product or industry information with corporate affiliates or third parties. All products submitted for review are owned by Maplegate and not by the editors individually.