

# RC Driver

## 2008 RATE CARD

RC Driver's newsstand sales are near the top of the RC car magazine category, outpacing half the radio control car publications on the market and growing. Our school library program places the magazine in over 5,000 schools to create interest in RC cars among young readers. RC Driver's powerful newsstand distribution, administered through North America's largest magazine distributor, puts our magazine and your product information in front of consumers everywhere they shop from Wal-Mart to bookstores, grocery stores and even airport gift shops.



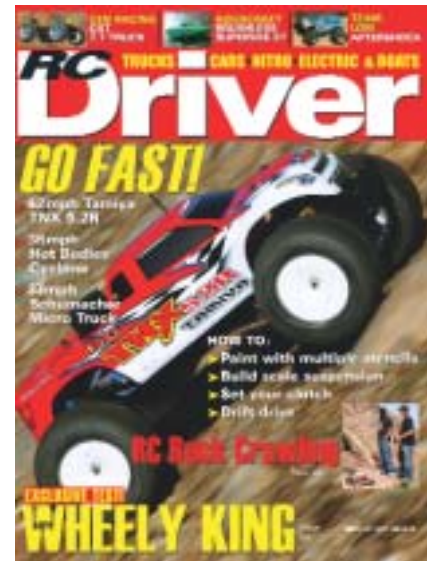
RC Driver's innovative brand-building strategy leverages a strong network of relationships with full-scale automotive and motorsports marketers and media to generate increased exposure for the RC car hobby. Built around major NASCAR and other racing events, our joint promotions with SPEED Channel, Indianapolis Motor Speedway, Chevy Racing, Coca-Cola and Raybestos have introduced many motorsports fans to the fun and excitement of RC cars. In addition, our



content-sharing partnership with SPEEDtv.com keeps RC Driver and radio control cars in front of race fans throughout the year with new product review articles from our magazine posted regularly. Feature articles with RC cars

and entertainment celebrities like TV's Mythbusters, Orange County Choppers and TV and movie car customizer, George Barris also help RC Driver generate mainstream interest in radio control cars.

RC Driver is the most successful and exciting magazine for marketing to today's and tomorrow's radio control car hobbyists. Our editorial mix includes all the technical, product review, race report, celebrity and lifestyle information readers are looking for; supported by compelling action photography that brings the excitement of your radio control products to life. In addition, expert illustrations and bright, clear detail photographs help readers visualize technical tips and product details to further their understanding of the hobby and inform their buying choices. With a high ratio of editorial content in each issue, we're doing our part to support your advertising by keeping readers engaged and informed. Printed on high quality paper for superior image reproduction, RC Driver gives readers a true representation of your products' quality, whether in our editorial or your ad.



### Ad Rates

SIZE	1X	6X	12X
Full pg	\$2,385	\$2,205	\$2,030
2/3 pg	\$2,150	\$1,965	\$1,790
1/2 pg	\$1,910	\$1,670	\$1,495
1/3 pg	\$1,670	\$1,315	\$1,140
1/4 pg	\$1,195	\$955	\$780
1/6 pg	\$895	\$715	\$595
1/12 pg	\$715	\$475	\$360

FULL PAGE	2/3	1/2	1/3 OR LESS
Four-color:	\$600	\$450	\$400 \$250
Black + 1 process color:	\$200	\$175	\$135 \$100
Black + 1 PMS color match:	\$300	\$300	\$300 \$300

Rates effective with February 2008 issue

### Closing Dates

ISSUE	CLOSING	DUE DATE	ON SALE
Jan 08	10/12/07	10/19/07	11/27/07
Feb 08	11/10/07	11/17/07	12/26/07
Mar 07	12/14/07	12/21/07	01/29/08
Apr 08	01/18/08	01/25/08	03/04/08
May 08	02/15/08	02/22/08	04/01/08
Jun 08	03/14/08	03/21/08	04/28/08
July 08	04/11/08	04/18/08	05/27/08
Aug 08	05/09/08	05/16/08	06/24/08
Sept 08	06/06/08	06/13/08	07/22/08
Oct 08	07/11/08	07/18/08	08/26/08
Nov 08	08/08/08	08/15/08	09/23/08
Dec 08	09/05/08	09/12/08	09/21/08

## Specifications

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

**Email** up to 15MB files to:

bobbijob@maplegatemediagroup.com

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

**Platform** PC/Windows

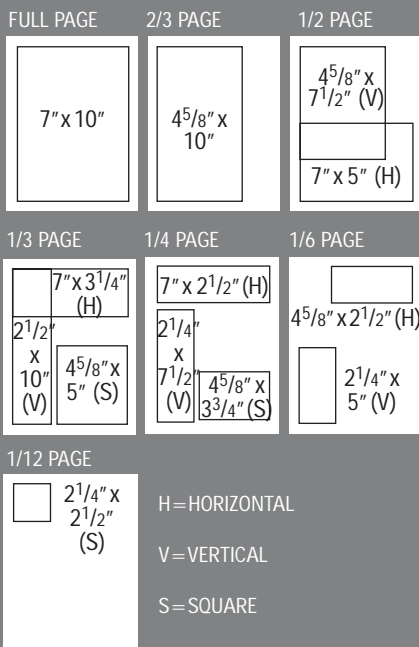
**Software** **Quark Xpress** 5.01 to 4.0 (for Mac or PC) **Adobe Photoshop** 7.0-4.0 (for Mac or PC) **Acrobat** 5.0 and up  
We can only accept programs that export composite postscript

**Image** High resolution PDF/X-1a preferred. We also accept flattened TIFF, or EPS. Please embed, or include all fonts used in application files. All image files must be set to 300 dpi. Image files must be Photoshop compatible. All color image files must be set up to CMYK. Please do not use jpeg encoding.

**Font** 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. Please submit Contract Proofs if color is critical. Laser printouts will not be accepted as proofs for color. Laser printouts will be used to confirm content only. Maplegate cannot accept responsibility for reproduction problems or file corruptions associated with ads not accompanied by a proof.

## Dimensions



**Trim size:** Please set full page ads to publication trim size of 8"x10 1/8"

**Bleed:** 1/8-inch on all four sides. Allow 3/16" safety from trim on all sides for live matter.

## 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 closing 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 Advertiser Index.

■ The Publisher shall have the right to hold the Advertiser and its agency liable for such monies as 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.

## General Info

■ "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 that do not relate to the material covered in the magazine.

■ Reprinted articles are available from the magazines. Inquire for additional information, technical specifications and charges. Reprints must carry the magazine name and have approval from the Publisher.

## Submitting ads

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.

## 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 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.

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