

RC Driver

2011 RATE CARD

More consumers are connecting with the RC car hobby and learning about your products through *RC Driver* than ever before. *RC Driver* is everywhere, including major retailers, where it is a top seller in the RC car magazine category and local hobby shops where our already extensive distribution is expanding. An aggressive retail circulation programs keep the market growing by attracting new readers and we are proud to have *RC Driver* as part of the mandatory stock-up order for new HobbyTown USA stores. To reach out to high-school students, *RC Driver* also supplies thousands of school libraries with complementary subscriptions. At major NASCAR races, we produce RC car events featuring top drivers. Online, RCDriver.com connects with readers by offering breaking news, forums, videos and more.



But for *RC Driver*, getting the word out doesn't stop at an ongoing investment in putting the magazine where the most sought-after consumers will find it. Our editors pack the pages of each issue with twice as many product reviews as our closest competitors. They complete the mix with well-illustrated technical tips, race coverage

and exciting feature stories on sports and entertainment celebrities enjoying RC cars and trucks. Our design and production team backs up this category-leading content with exceptional photography, easy-to-follow layouts and production on high-quality paper.

The result is an excellent value for our readers and a powerful selling tool for your products. We invite you to contact our advertising sales team to learn more about *RC Driver* and to develop a customized advertising program for your products in this industry-leading publication.



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Ad Rates

SIZE	1X	6X	12X
Full pg.	\$2,445	\$2,260	\$2,080
2/3 pg.	\$2,205	\$2,015	\$1,835
1/2 pg.	\$1,960	\$1,715	\$1,535
1/3 pg.	\$1,715	\$1,350	\$1,170
1/4 pg.	\$1,225	\$980	\$800
1/6 pg.	\$920	\$735	\$610
1/12 pg.	\$735	\$490	\$370

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 2010 issue

Closing Dates

ISSUE	CLOSING	DUE DATE	ON SALE
Jan.	10/1/10	10/8/10	11/16/10
Feb.	11/5/10	11/12/10	12/21/10
Mar.	12/3/10	12/10/10	1/18/11
April	12/31/10	1/7/11	2/15/11
May	2/4/11	2/11/11	3/22/11
June	3/4/11	3/11/11	4/19/11
July	4/1/11	4/8/11	5/17/11
Aug.	5/6/11	5/13/11	6/21/11
Sep.	6/3/11	6/10/11	7/19/11
Oct.	7/8/11	7/15/11	8/23/11
Nov.	8/5/11	8/12/11	9/20/11
Dec.	9/2/11	9/9/11	10/18/11

Specifications

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

Email files up to 15MB to bobbijob@maplegatemediacom

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, and 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

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

Trim size: Please set full page ads to publication trim size of 8"x10 3/8"

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

Policies

■ All advertisements 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, ext.101, email sales@rcdriver.com.