



# NATIONAL DRAGSTER®

## Advertising contacts:

Jeff Morton: 626-250-2339 or [jmorton@nhra.com](mailto:jmorton@nhra.com) • Joni Elmslie: 626-250-2346 or [jelmslie@nhra.com](mailto:jelmslie@nhra.com)

Issue No.	Issue Date	Material Deadline	
1	1/31/20	1/16/20	2020 Season Preview—60th Winternationals; Souvenir Issue: Lucas Oil NHRA Winternationals presented by ProtectTheHarvest.com, (Pomona, CA); <i>Jr. DRAGSTER</i> (January/February)
2	2/14/20	1/30/20	New Products; <i>Racing Technology: Transmissions</i> , Souvenir Issue: NHRA Arizona Nationals (Phoenix, AZ)
3	2/28/20	2/13/20	<i>Pro Stock Motorcycle Preview</i> , Race Coverage: Lucas Oil NHRA Winternationals presented by ProtectTheHarvest.com, Souvenir Issue: Amalie Motor Oil NHRA Gatornationals (Gainesville, FL)
4	3/13/20	2/27/20	Race Coverage: NHRA Arizona Nationals, <i>Racing Technology: Headers</i>
5	3/27/20	3/12/20	Souvenir Issue: DENSO Spark Plugs NHRA Four-Wide Nationals (Las Vegas, NV); <i>Jr. DRAGSTER</i> (March/April)
6	4/10/20	3/26/20	Race Coverage: AMALIE Motor Oil NHRA Gatornationals, <i>Racing Technology: Camshafts</i> , Souvenir Issue: Mopar Express Lane NHRA SpringNationals Presented By Pennzoil (Houston, TX) and NGK Spark Plugs NHRA Four-Wide Nationals (Charlotte, NC)
7	4/24/20	4/9/20	<i>Spring Catalog Section</i> ; Race Coverage: DENSO Spark Plugs NHRA Four-Wide Nationals
8	5/8/20	4/23/20	Race Coverage: Mopar Express Lane NHRA SpringNationals Presented By Pennzoil, <i>Racing Technology: Sponsor Spotlight</i> , Souvenir Issue: NHRA Southern Nationals (Atlanta, GA)
9	5/22/20	5/7/20	Race Coverage: NGK Spark Plugs NHRA Four-Wide Nationals, Souvenir Issue: Virginia NHRA Nationals (Richmond, VA)
10	6/5/20	5/21/20	Race Coverage: NHRA Southern Nationals, <i>Racing Technology: Crankshafts</i> , Souvenir Issue: Menards NHRA Heartland Nationals presented by Minties (Topeka, KS) and NHRA Thunder Valley Nationals (Bristol, TN); <i>Jr. DRAGSTER</i> (May/June)
11	6/19/20	6/4/20	Race Coverage: Virginia NHRA Nationals, Souvenir Issue: Summit Racing Equipment NHRA Nationals (Norwalk, OH)
12	7/3/20	6/18/20	Race Coverage: Menards NHRA Heartland Nationals presented by Minties, <i>Racing Technology: Tools</i> , Souvenir Issue: Route 66 NHRA Nationals (Chicago, IL) and Dodge Mile-High NHRA Nationals Presented By Pennzoil (Denver, CO)
13	7/17/20	7/2/20	Race Coverage: NHRA Thunder Valley Nationals and Summit Racing Equipment NHRA Nationals, Souvenir Issue: NHRA Sonoma Nationals (Sonoma, CA) and NHRA Northwest Nationals (Seattle, WA)
14	7/31/20	7/16/20	Race Coverage: Route 66 NHRA Nationals, <i>Racing Technology: Sponsor Spotlight</i> , Souvenir Issue: Lucas Oil NHRA Nationals (Brainerd, MN)
15	8/14/20	7/30/20	Race Coverage: Dodge Mile-High NHRA Nationals Presented By Pennzoil and NHRA Sonoma Nationals, Souvenir Issue: NHRA New England Nationals (Epping, NH); <i>Jr. DRAGSTER</i> (July/August)
16	8/28/20	8/13/20	Race Coverage: NHRA Northwest Nationals, <i>Racing Technology: Wheels</i> , Souvenir Issue: NHRA U.S. Nationals (Indianapolis, IN)
17	9/11/20	8/27/20	Race Coverage: Lucas Oil NHRA Nationals and NHRA New England Nationals, Souvenir Issue: Mopar Express Lane NHRA Nationals Presented By Pennzoil (Reading, PA) and NHRA Carolina Nationals (Charlotte, NC)
18	9/25/20	9/10/20	Race Coverage: NHRA U.S. Nationals, <i>Racing Technology: Sponsor Spotlight</i> , Souvenir Issue: AAA Insurance NHRA Midwest Nationals (St. Louis, MO)
19	10/9/20	9/24/20	Race Coverage: Mopar Express Lane NHRA Nationals Presented By Pennzoil, Souvenir Issue: AAA Texas NHRA FallNationals (Dallas, TX); <i>Jr. DRAGSTER</i> (September/October)
20	10/23/20	10/8/20	Race Coverage: NHRA Carolina Nationals and AAA Insurance NHRA Midwest Nationals, <i>Fall Catalog Section</i> , <i>Racing Technology: Gauges</i> , Souvenir Issue: Dodge NHRA Nationals, Presented By Pennzoil (Las Vegas, NV) and 2020 SEMA Show (Las Vegas, NV)
21	11/6/20	10/22/20	Race Coverage: AAA Texas NHRA FallNationals, Souvenir Issue: Auto Club NHRA Finals (Pomona, CA)
22	11/20/20	11/5/20	<i>Holiday Buyers' Guide</i> ; Race Coverage: Dodge NHRA Nationals Presented By Pennzoil; <i>Racing Technology: Shocks</i>
23	12/4/20	11/19/20	Race Coverage: Auto Club Finals, SEMA Show Coverage, Souvenir Issue: PRI Show (Indianapolis, IN)
24	12/18/20	12/3/20	Year End Special; Mello Yello DRS Champs Profiles; <i>Racing Technology: Sponsor Spotlight</i> ; <i>Jr. DRAGSTER</i> (November/December)

# CHAMPIONSHIP NHRA DRAG RACING NATIONAL DRAGSTER®

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## Performance Directory

NHRA National Dragster's Performance Directory is the yellow pages for the drag racing industry, formatted in alphabetical order. Your ad appears in every issue for reference as well as continuous exposure. Plus, you can increase your reach for just \$10 more per week with a listing and link on NHRA.com.

- Contracted for a 24-time (one-year) placement; renewed on a calendar-year basis.
- Built-in discount for display advertising.
- No charge for Performance Directory (Rateholder) ad if you run a 1/3-page or larger display ad.
- One free credential to each NHRA Mello Yello Drag Racing Series national event with the opportunity to purchase up to 4 more credentials at a discounted rate.
- Complimentary subscription to NHRA National Dragster.



**AEROMOTIVE**  
FUEL SYSTEMS  
913.647.7300 AEROMOTIVEINC.COM

**ATI PERFORMANCE PRODUCTS**  
6718 Whitestone Rd • Gaymn Oak, MD 21207  
1-877-298-4809 • FAX: 410-298-3579  
[www.atiperformance.com](http://www.atiperformance.com)

**Beal**  
Customer Service [www.bealco.com](http://www.bealco.com)  
800.691.2667 [@bealcoinc](https://www.facebook.com/bealcoinc)

**Bryant Racing**  
CRANKSHAFTS  
Home of the Crankshafts that Champions Choose!  
Phone: (714) 535-6995 FAX: (714) 535-4387  
Email: [info@bryanttracing.com](mailto:info@bryanttracing.com)  
[www.bryanttracing.com](http://www.bryanttracing.com)

**AEROSPACE COMPONENTS**  
727.347.9815 • [AerospaceComponents.com](http://AerospaceComponents.com)

**Atlanta Dragway**  
706.335.2301  
300 E. Ridgeway Road • Commerce GA 30529

**BICKEL RACE CARS**  
Championship Race Car Construction, Classes Component Parts Sales  
(826) 356-4727 Fax (830) 356-4487 <http://jerrybickel.com>  
141 Backway Park Drive • Moscow Mills MO 63052

**BULLET RACING CAMS**  
8785 Old Craft Rd.  
Olive Branch, MS 38654  
662-893-5670 • fax 662-893-6056

**AFR Air Flow Research**  
pk. (861) 257-8124 [www.airflowresearch.com](http://www.airflowresearch.com)

Drag Racing's Premier Business Entertainment Center!  
**NHRA Top Eliminator Club**  
CALL FOR INFO: **626.914.4761**

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ALUMINUM OIL PANS • VALVE COVERS  
509-568-0428  
[www.billetfab.com](http://www.billetfab.com) fax: 509-568-0433  
P.O. Box 486, Nine Mile Falls, WA 99026

Learn how you can start racing a Jr. Dragster.  
**Go to...**  
[jrdragster.nhra.com](http://jrdragster.nhra.com)

**AJPE** BILLET & CAST ALUMINUM CYLINDER HEADS  
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TX-4500 & 481-X  
PH (800) 828-1202 FAX (808) 948-7188  
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**BLP**  
XTREME PERFORMANCE  
[WWW.BLP.COM](http://WWW.BLP.COM)

**BURNS** Stainless  
(949) 631.5120

Performance Directory Ads  
**PAY BIG DIVIDENDS!**  
Call Joni, ext. 346 or Jeff, ext. 539 for more information  
**626.914.4761**

**Auto Verdes Racing**  
PUMPS & ROBS  
[www.autoverdi.com](http://www.autoverdi.com)

**BR MOTORSPORTS**  
22 YEARS SERVICING THE RACING INDUSTRY  
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1-800-328-3232 | [BRYPERMAG.COM](http://BRYPERMAG.COM)  
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**CALLIES** PERFORMANCE PRODUCTS INC.  
Crankshafts Connecting Rods Engine Kits  
419.435.2711 [www.callies.com](http://www.callies.com)

**ARC AUTO-ROD CONTROLS**  
RACE CAR ELECTRICAL SYSTEMS  
50 Green Street  
Wrentham, Mass. 02093  
(508) 384-1524  
[www.autorod.net](http://www.autorod.net)

**BAE**  
BRAD ANDERSON ENTERPRISES INC.  
1240 S. Cucamonga Ave., Ontario, CA 91761  
(909) 923-1028  
(909) 923-1429 Fax  
[www.bradanderson.com](http://www.bradanderson.com)

**GET YOUR OWN!**  
NHRA NATIONAL DRAGSTER  
Just \$69 per year!  
800.308.6472 or NHRA.com

**RACING SUSPENSIONS**  
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**CALVERT** RACING SUSPENSIONS  
CalvertRacing.com 661-728-9600

**ARP** automotive racing products  
800-826-3048  
[www.arp-bolts.com](http://www.arp-bolts.com)  
1380 Eastman Ave.  
Torrance, CA 90503  
United 800-826-3048 Fax: 805-800-0742

**BDS SUPERCHARGERS**  
"Made in the U.S.A." Complete Blower Kits Pulleys & Belts, In Stock Parts & Accessories  
**562-693-4302**  
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**BRODIX** CYLINDER HEADS  
301 Maple • P.O. Box 1347 • Mena, AR 71953  
**479-394-1075**

**CARTER-MAXWELL** WYNNEVILLE, GA  
**GOOD YEAR**  
4215 N. Wilburn Ave. • Bethany, OK 73008  
405-789-8253 FAX 405-789-9201

**ART** APPLIED RACING TECHNOLOGY  
800-571-3023  
Manufacturer & Distributor Of Chassis & Suspension Components  
Download our digital catalog [www.appliedracing.com](http://www.appliedracing.com)  
Info & Tech Line (727) 571-3023

**Bruno's** BRT CONVERTER DRIVE LINES  
[www.brunosautomotive.com](http://www.brunosautomotive.com)  
(630) 458-0043

**CFE** CNC PORTED RACING HEADS FABRICATED MANIFOLDS  
[WWW.CFERACING.COM](http://WWW.CFERACING.COM)  
Phone: 586.773.6310 • Fax: 586.773.2909

Invoiced monthly (\$65) per insertion/\$1,560 per year black and white. (\$75) per insertion/\$1,800 per year four color. First payment of \$520 must be prepaid.

### ALL RATES ARE NET AND NON-COMMISSIONABLE.

**PRODUCTION SPECIFICATIONS:** 1.875" wide x 1" tall. PDF format preferred. Ask your representative about other size options.

**NHRA.com PERFORMANCE DIRECTORY:** NHRA National Dragster Performance Directory advertisers may have existing ads placed alphabetically on NHRA.com and linked to their site for \$10 per week.



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## 2020 Joni's Race Shop Rates and Specs

Everybody knows the hottest new products and wildest innovations usually appear first in Joni's Race Shop, NHRA *National Dragster's* unique showcase for single-product and single-service ads, economically priced for the high-performance entrepreneur.

**GUIDELINES:** No more than 2 stacked or side-by-side ads per page per company. No more than 3 ads per company per issue (with 1-page separation after second ad in same issue). No more than 1 product listed per 1/6-page ad. Price listed must represent product being advertised or otherwise noted with part number or name of specific product being priced. Listing of catalog and price is acceptable and not considered a second product or price. Some restrictions apply; contact ad sales rep. Publisher reserves right to review/refuse ad before printing.

**RATES:** Purchased in groups of 3

### Non-Souvenir Issues

**BLACK:** \$400 per insertion

**SPOT RED:** \$500 per insertion

**4-COLOR:** \$600 per insertion

### Souvenir Issues

**BLACK:** \$435 per insertion

**SPOT RED:** \$535 per insertion

**4-COLOR:** \$635 per insertion

Frequency-discount rate with insertion schedule of 24x or more

- 1 price per 1/6-page ad
- \$50 positioning charge for stacked and/or side-by-side ads (per ad, per insertion) or primary placement
- Production charge: \$100 per hour or minimum \$25 per 15 minutes
- First-time advertisers: Your first ad will be built FREE

**ALL RATES ARE NET AND NON-COMMISSIONABLE.**

**PAYMENT:** Prepayment required for first three ads or with preapproved credit. Visa, MasterCard, American Express, Discover, check, or money order accepted.

**AD SIZE:** 3.75" wide x 3.25" tall



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## 2020 Dragmart Classifieds Rates and Specs

Super-economical and always read, NHRA *National Dragster* commercial classifieds put your product's quality first over ad price. Rates in this section are only \$59.95 per column inch. Whether you advertise every other week, or, once a month, you'll enjoy the same low rate.

### MECHANICAL REQUIREMENTS

#### Column widths:

- 1 column = 1.767"
- 2 column = 3.862"
- 3 column = 5.956"
- 4 column = 8.051"

Min./max. size: 1 column x 1" tall/4 column x 5" tall

**Rates: \$59.95** per column inch

Add **\$15** per column inch for four color.

Prepayment or preapproved credit required; the first three insertions in this section must be prepaid. Visa, MasterCard, American Express, Discover, check, or money order accepted.

### ALL RATES ARE NET AND NON-COMMISSIONABLE.

**DEADLINES AND CLOSING DATES:** Dragmart space reservations must be received by Wednesday, 16 days prior to the cover date. Final date and time of ad closing is each Wednesday, 5 p.m. PT. Any Dragmart ad not received by the deadline will be omitted unless arrangements have been made with ad personnel. Publisher reserves the right to pick up previous ad.



# NHRA National Dragster Display Rates



## BLACK

Size	Open Rate	Rateholder
Full Page	\$3,678	\$2,942
2/3-page	2,753	2,202
1/2-page	2,208	1,766
1/3-page	1,574	1,259
1/4-page	1,231	985
1/6-page	938	750
Facing Pages	8,313	6,650

## 2-COLOR

Size	Open Rate	Rateholder
Full Page	\$4,111	\$3,289
2/3-page	3,183	2,546
1/2-page	2,648	2,118
1/3-page	2,006	1,605
1/4-page	1,668	1,334
Facing Pages	9,196	7,357

## 4-COLOR

Size	Open Rate	Rateholder
Full Page	\$4,986	\$3,989
2/3-page	4,545	3,636
1/2-page	3,521	2,817
1/3-page	2,879	2,303
1/4-page	2,541	2,033
Facing Pages	10,991	8,793

## COVERS

	Open Rate	Rateholder	Open Rate	Rateholder
Cover 3	\$5,649	\$4,519	Cover 2 Spread	12,324 / 9,859
Cover 2	6,593	5,274	Cover 4	6,911 / 5,529

*Bleed ads require a 10% premium.*

## COATED STOCK

SWOP standards: U.S. web coated • Screens must be at least 15%

Do not assign undercolor removal or transfer functions to your images. This is managed by our closed-loop color system. Simply set up files using information above.

## HOW TO SEND DIGITAL FILES

Contact your ad representative so he or she can notify the production department whether the advertisement will arrive via disk, e-mail, or FTP.

- Disk: We accept DVDs, CDs, or USB flash drive.
- E-mail: Send files to NDads@nhra.com. Maximum file size is 10MB. If items need to be sent in two e-mails, please note on the e-mail memo. E-mail messages may take up to 4 hours to receive, depending on how busy our service provider is when the message is sent.
- FTP: Please contact your ad services representative for site name, user ID and password. Our FTP site can only be accessed with a web browser.

Files should be compressed. Demo software is available for download from the Internet. Check all files for viruses before sending.

## GENERAL SPECIFICATIONS

We require that you supply your ad as a PDF that is PDF/X-1a:2001 compliant, but we will also accept an ad that is in a TIFF, JPEG or EPS format. We recommend that you create your ad using a professional page-layout program such as Adobe InDesign or QuarkXPress. For graphics and scans, we recommend Adobe Illustrator and Adobe Photoshop. Ads created in PageMaker or Corel Draw will not be accepted unless you supply a PDF. We cannot accept an ad or PDF created from business programs such as WordPerfect, Microsoft Word, PowerPoint, or Publisher. Ads that require corrections will be assessed a \$25 fee per 15 minutes of production time.

## PDF SETTINGS

Please refer to the following PDF settings or contact your ad services representative for a set of Adobe Acrobat Distiller job options. **We require your ad to be an Acrobat 4 (PDF 1.3) compatible PDF file.** There are many benefits: If properly prepared, PDFs eliminate the need to send multiple files (fonts, images, logos, and native applications); PDFs ensure that your file won't accidentally be changed; PDFs compress your file size so it can be transmitted more quickly; and PDFs allow the advertiser to view how the ad will print.

## PDF PRODUCTION, ADOBE ACROBAT

It is best to export your native file to PDF. **Be sure to choose the PDF/X-1a:2001 preset.** In most instances, a log window will inform you if your file passes the requirements for the PDF/X-1a:2001 preset. If your PDF does not pass the requirements of the preset the log will inform you of the problems

that must be corrected. Please preview your PDF for accuracy of fonts, images, color, etc. before submitting your PDF.

## WHAT IS PDF/X-1a:2001?

PDF/X-1a:2001 is a standard of PDF developed by the ISO (International Standardization Organization). It is a means for graphic arts professionals to reliably and efficiently exchange final print-ready ads and pages.

PDF/X-1a:2001 requirements:

- All colors must be CMYK. • Adobe Acrobat 4 (PDF 1.3) compatible.
- Gray objects must be grayscale. • Transparencies must be flattened.
- All fonts must be embedded into the PDF file.

Files must be identified as trapped or untrapped (determined by Distiller). Output intent must be PDF/X-1a:2001-compliant (determined by Distiller).

## FONTS

Use OpenType and PostScript Type 1 fonts. Do not use fonts that were created before 1992, as they are not compatible with current-day applications and operating systems. You may use TrueType fonts, but please note that some TrueType fonts are not licensed to be embedded into PDF files. Please send test files if you question the quality of your fonts. Do not use Multiple Master fonts. Do not outline your fonts. Always embed your fonts into your PDF files. A production charge of \$100 per hour will be billed for time spent loading fonts and graphics that were not originally supplied.

Many PC-based fonts sent with PC-built ads are not compatible with Macintosh computers. Therefore, we recommend that generic PostScript fonts such as Helvetica, Times, Futura, Avant Garde, Palatino, or Courier be used for body copy so in-house type changes can be made if requested by the advertiser. Headlines that use fonts not compatible with Macintosh computers should be converted to graphic format.

## GRAPHICS

All graphics must be CMYK or grayscale. If RGB or spot-color graphics are used, we will convert them to CMYK or grayscale. NHRA Publications cannot guarantee accurate color reproduction of converted RGB elements.

If you use graphics from websites, convert them to CMYK or grayscale at a resolution of no less than 300 dpi. **Please note: 72 dpi, commonly used on websites, is low resolution and will print as such.**

Layered graphics created in programs such as Photoshop and Illustrator must be flattened before the file is sent.

For the best reproduction, we recommend an input resolution of 300 dpi (600 for line art created in vector graphics programs). Do not oversize images. For example, don't use a 10-inch scan for a 3-inch image box.



# JR. DRAGSTER

2-page Spread Full Bleed 18.25" x 11.125"  
2-page Spread Gutter Bleed 17.5" x 10.375"

Full Page 8.5" x 10.375"  
(w/bleed 9.25" x 11.125" )  
(trim 9" x 10.875" )

2/3-page  
8.25" x 6.75"

1/4-page  
(square)  
4" x 5"

Joni's Race Shop  
3.75" x 3.25"

1/6-page  
(square)  
4" x 3.25"

Racer For Sale  
4" x 2.875"

1/2-page (horizontal)  
8.25" x 5"

1/2-page  
(vertical)  
4" x  
10.1875"

1/3-page  
(vertical)  
4" x 6.75"

1/3-page  
(square)  
6.125" x 5"



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**Jeff Morton** (Sales): 626-250-2339  
 jmorton@nhra.com

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 jelmslie@nhra.com

**Official 2020 NHRA Race Program**

**Material Deadlines and Specs**

In every major U.S. market, 24 weekends a year, NHRA Mello Yello Drag Racing Series annual event program delivers your message directly to NHRA’s loyal and enthusiastic fans in the grandstands.

Fans refer to these valuable trackside guides over and over again each day, and kids and adults use them for collecting their favorite drivers’ autographs to keep forever as a treasured souvenir.

Display advertising is available for the annual program that is sold at each 24 spectacular events on the 2020 NHRA Mello Yello Drag Racing Series national tour.

**RATES:** Contact your ad sales representative



**SIZES**

**INCHES**

Full Page (live area) .....	.8.5" x 10.375"
Full Page (bleed) .....	9.25" x 11.125"
Full Page (trim) .....	.9" x 10.875"
Facing Pages (live) .....	.17.5" x 10.375"
<i>(Gutter needs to be 1 wide and no text is allowed in the gutter)</i>	
Facing Pages (bleed) .....	.18.25" x 11.125"
Facing Pages (trim) .....	.18" x 10.875"

**MECHANICAL REQUIREMENTS:** 175-line screen; perfect bound.

**DISTRIBUTED AT LUCAS OIL NHRA WINTERNATIONALS THRU NHRA NEW ENGLAND NATIONALS**

**First printing Space Reservation Deadline:** . . . . . December 10, 2019  
**First printing Material Deadline:** . . . . . January 9, 2020

**DISTRIBUTED AT DODGE MILE-HIGH NHRA NATIONALS THRU AUTO CLUB NHRA FINALS**

**Second printing Space Reservation Deadline:** . . . . . May 29, 2020  
**Second printing Material Deadline:** . . . . . June 11, 2020



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## NHRA.com

NHRA's robust, comprehensive website is updated constantly with news and race results as they happen from the knowledgeable staff of NHRA *National Dragster*. NHRA.com is the natural marketing choice when you want to expand your reach and increase your visibility among drag racing's legions of new fans, longtime fans, and everyone in between.

### Section sponsorships available:

NHRA News • *Dragster Insider* •

Driver Blogs • NHRA Notebook

NHRA Audiocast • Schedule • Fan Poll/Fast Talk

### RATES

SIZE (AVAILABILITY)	RATE	FREQUENCY
728 x 90 banner	\$8	cpm
300 x 250 banner	\$8	cpm
180 x 150 banner	\$8	cpm
970 x 90 banner	\$8	cpm
MOBILE	RATE	FREQUENCY
320 x 50 banner	\$8	cpm

Contact your ad sales representative for details

## NHRARacer.com

NHRARacer.com: a straightforward "one-stop shop" site serving the racer by providing tech bulletins, rules amendments, racer registration, credentials, contingency, and all things related to Competition and/or Tech within NHRA.

728 x 90: 4 total rotating banners available

300 x 250: 4 total rotating banners available

180 x 150: scrolling ads

**RATES:** Contact your ad sales rep.

### Technical specifications

Maximum file size: 20k; Format: GIF, EPS, AI, PNG or JPEG



# Jr. DRAGSTER

## Digital Edition

### Display Rates

Facing Pages .....	\$995
Full Page .....	\$550
Jr. Page .....	\$375
1/2-page .....	\$340
1/3-page .....	\$230
1/4-page .....	\$180
Jr. Race Shop .....	\$115
Race Place .....	\$25

### Deadlines

ISSUE DATE	MATERIAL DEADLINE
January/February .....	1/16/20
March/April .....	3/12/20
May/June .....	5/21/20
July/August .....	7/30/20
September/October .....	9/24/20
November/December .....	12/3/20

# JR. DRAGSTER®

2-page Spread Full Bleed 17.25" x 11.25"  
 2-page Spread Gutter Bleed 16.5" x 10.5"

Full Page 7.875" x 10.5"  
 (w/bleed 8.75" x 11.25" )  
 (trim 8.5" x 11" )

Race Place  
 1.844" x 1.291"

1/3-page  
 (square)  
 5.865" x 5.125"

1/2-page (horizontal)  
 7.875" x 5.125"

1/2-page  
 (vertical)  
 3.854" x  
 10.365"

1/4-page  
 (square)  
 3.854" x  
 5.125"

Jr. Race  
 Shop  
 3.854" x  
 3.375"

### COATED STOCK

SWOP standards: U.S. web coated • Screens must be at least 15%

Do not assign undercolor removal or transfer functions to your images. This is managed by our closed-loop color system. Simply set up files using information above.

### HOW TO SEND DIGITAL FILES

Contact your ad representative so he or she can notify the production department whether the advertisement will arrive via disk, e-mail, or FTP.

- Disk: We accept DVDs, CDs, or USB flash drive.
- E-mail: Send files to NDads@nhra.com. Maximum file size is 10MB. If items need to be sent in two e-mails, please note on the e-mail memo. E-mail messages may take up to 4 hours to receive, depending on how busy our service provider is when the message is sent.
- FTP: Please contact your ad services representative for site name, user ID and password. Our FTP site can only be accessed with a web browser.

Files should be compressed using compression software such as Stuffit for Macintosh or PKZIP or WinZip for PC. Demo software is available for download from the Internet. Check all files for viruses before sending.

### GENERAL SPECIFICATIONS

We require that you supply your ad as a PDF that is PDF/X-1a:2001 compliant, but we will also accept an ad that is in a TIFF, JPEG or EPS format. We recommend that you create your ad using a professional page-layout program such as Adobe InDesign or QuarkXPress. For graphics and scans, we recommend Adobe Illustrator and Adobe Photoshop. Ads created in PageMaker or Corel Draw will not be accepted unless you supply a PDF. We cannot accept an ad or PDF created from business programs such as WordPerfect, Microsoft Word, PowerPoint, or Publisher. Ads that require corrections will be assessed a \$25 fee per 15 minutes of production time.

### PDF SETTINGS

Please refer to the following PDF settings or contact your ad services representative for a set of Adobe Acrobat Distiller job options. **We require your ad to be an Acrobat 4 (PDF 1.3) compatible PDF file.** There are many benefits: If properly prepared, PDFs eliminate the need to send multiple files (fonts, images, logos, and native applications); PDFs ensure that your file won't accidentally be changed; PDFs compress your file size so it can be transmitted more quickly; and PDFs allow the advertiser to view how the ad will print.

### PDF PRODUCTION, ADOBE ACROBAT

It is best to export your native file to PDF. **Be sure to choose the PDF/X-1a:2001 preset.** In most instances, a log window will inform you if your file

passes the requirements for the PDF/X-1a:2001 preset. If your PDF does not pass the requirements of the preset the log will inform you of the problems that must be corrected. Please preview your PDF for accuracy of fonts, images, color, etc. before submitting your PDF.

### WHAT IS PDF/X-1a:2001?

PDF/X-1a:2001 is a standard of PDF developed by the ISO (International Standardization Organization). It is a means for graphic arts professionals to reliably and efficiently exchange final print-ready ads and pages. PDF/X-1a:2001 requirements:

- All colors must be CMYK. • Adobe Acrobat 4 (PDF 1.3) compatible.
- Gray objects must be grayscale. • Transparencies must be flattened.
- All fonts must be embedded into the PDF file.

Files must be identified as trapped or untrapped (determined by Distiller). Output intent must be PDF/X-1a:2001-compliant (determined by Distiller).

### FONTS

Use PostScript Type 1 and OpenType fonts. Incompatible fonts such as TrueTypes and Multiple Masters must be converted to outlines (a graphic element). Otherwise, we will convert them to compatible PostScript printer fonts. A production charge of \$100 per hour will be billed for time spent loading fonts and graphics that were not originally supplied.

Many PC-based fonts sent with PC-built ads are not compatible with Macintosh computers. Therefore, we recommend that generic PostScript fonts such as Helvetica, Times, Futura, Avant Garde, Palatino, or Courier be used for body copy so in-house type changes can be made if requested by the advertiser. Headlines that use fonts not compatible with Macintosh computers should be converted to graphic format.

### GRAPHICS

All graphics must be CMYK or grayscale. If RGB or spot-color graphics are used, we will convert them to CMYK or grayscale. NHRA Publications cannot guarantee accurate color reproduction of converted RGB elements.

If you use graphics from websites, convert them to CMYK or grayscale at a resolution of no less than 300 dpi. **Please note: 72 dpi, commonly used on websites, is low resolution and will print as such.**

Layered graphics created in programs such as Photoshop and Illustrator must be flattened before the file is sent.

For the best reproduction, we recommend an input resolution of 300 dpi (600 for line art created in vector graphics programs). Do not oversize images. For example, don't use a 10-inch scan for a 3-inch image box.

# 2020 PDF Submission Requirements

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- **FTP:** Please contact your ad services representative for site name, user ID and password. Our FTP site can only be accessed with a web browser.

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# NATIONAL DRAGSTER®

## Advertising contacts:

Jeff Morton: 626-250-2339 or [jmorton@nhra.com](mailto:jmorton@nhra.com) • Joni Elmslie: 626-250-2346 or [jelmslie@nhra.com](mailto:jelmslie@nhra.com)

## Reader Profile

Male	<b>97%</b>
Average age	<b>54.7</b>
Homeowner	<b>88%</b>
Married	<b>71%</b>
Attended/graduated college/technical school	<b>66%</b>
Occupation professional/managerial/owner	<b>45%</b>
Annual household income	<b>\$ 90,400</b>

### Why Readers Choose NHRA National Dragster

Discuss with others	<b>76%</b>
Race results	<b>73%</b>
Racing information	<b>61%</b>
Purchase advertised products	<b>61%</b>
Technical information	<b>55%</b>
Request information about advertised products	<b>36%</b>

### NHRA National Dragster Readers Mean Business

Average reading time	<b>2.1 hours per week</b>
Read half or more of each issue	<b>83%</b>
Refer to each issue 2 to 6 times (average: 4)	<b>75%</b>

## Influence

### Why Readers Choose NHRA National Dragster

Refer to it when making purchasing decisions	<b>79%</b>
More likely to buy from an NHRA sponsor or advertiser	<b>70%</b>
Purchase a product as a result of an advertisement	<b>61%</b>
Request information about a product advertised or mentioned in editorial	<b>54%</b>

## Buying Power

### NHRA National Dragster Readers' Annual Spending

Products, accessories, and maintenance for race cars	<b>\$ 937,713,000</b>
Products, accessories, and maintenance for high-performance street cars	<b>\$ 440,151,000</b>
Products, accessories, and maintenance for RVs	<b>\$ 146,717,000</b>
Products, accessories, and maintenance for family cars	<b>\$ 108,443,000</b>
Total spent on products, accessories, and maintenance	<b>\$ 1,633,024,000</b>

### What NHRA National Dragster Readers Buy

Tools	<b>94%</b>
Quality automotive products, even if they cost more	<b>92%</b>
Toolboxes	<b>87%</b>
Drag racing memorabilia	<b>77%</b>
Tires and wheels (family cars, street machines/street rods, race cars)	<b>73%</b>
New vehicles	<b>35%</b>

### NHRA National Dragster Readers Influence Others

Others act on reader's vehicle or product advice all or most of the time	<b>52%</b>
Others act on reader's vehicle or product advice some of the time	<b>40%</b>
Others ask for reader's opinion on automotive purchases	<b>56%</b>