

# NATIONAL ADVERTISING RATES

## Corporate Headquarters Western Advertising Office

(Delivery & Service)  
3505-M Cadillac Avenue  
Costa Mesa, CA 92626  
(714) 751-7433  
FAX (714) 436-9574



## Eastern Advertising Offices

(770) 279-0304  
FAX (770) 279-0360

## RATE SHEET #39 EFFECTIVE January 1, 2009

Cycle News publishes **50 Weekly Issues** each year. We have a Reservation Deadline every Wednesday for the issue that is On Sale the following Wednesday. Your ad is only a few days away from the best-qualified consumers in motorcycling\*

"Special Issues" feature seasonal or topical themes that are supported with bike tests, interviews, features and/or other content.

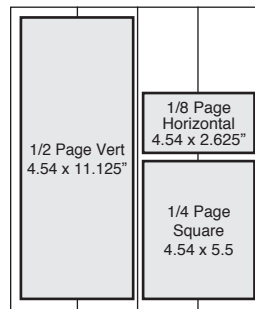
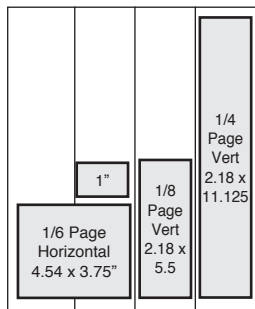
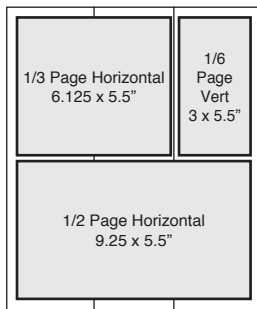
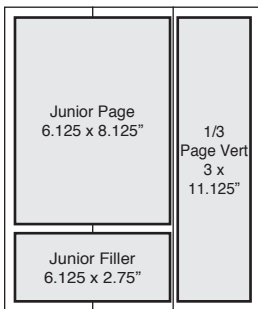
### 2010 Special Issues\*

Issue Number	Featured Editorial Theme	Issue Number	Featured Editorial Theme	Issue Number	Featured Editorial Theme
CN #1	2010 Buyer's Guide	CN #17	Street Bike "Wild Card" Issue	CN #40	Dirt Bike "Wild Card" Issue
CN #5	Sport Bike Feature	CN #22	Cruiser Bike Feature	CN #46	Off-Road Issue/2011 SX Preview
CN #7	Daytona Cycle Week Preview	CN #28	Laguna Seca MotoGP Preview	CN #50	Year-End/Rider of the Year
CN #13	MotoGP Season Preview	CN #35	2011 New MX Models Intro		

\*Complete Cycle News info – [www.cyclenewsmedia.com](http://www.cyclenewsmedia.com)

BLACK & WHITE	1x	6x	12x	25x	50x
Spread	12330	11955	10555	9790	8900
Full Page	6360	6080	5615	5050	4760
Junior Page	3270	3075	2880	2680	2485
1/2 Page	3170	2970	2775	2575	2380
1/3 Page	2095	1970	1850	1725	1590
1/4 Page	1575	1480	1385	1295	1190
Junior Filler	1125	1070	990	890	840
1/6 Page	995	935	880	825	750
1/8 Page	705	665	620	580	535
One Inch	145	135	130	120	110

4 COLOR	1x	6x	12x	25x	50x
Spread	14730	14355	12955	12190	11300
Full Page	7860	7580	7115	6550	6260
Junior Page	4130	3935	3740	3540	3345
1/2 Page	3985	3785	3590	3390	3195
1/3 Page	2645	2520	2400	2275	2140
1/4 Page	1985	1890	1795	1705	1600
Junior Filler	1415	1360	1280	1180	1130
1/6 Page	1255	1195	1140	1085	1010
1/8 Page	890	850	805	765	720
One Inch	180	170	165	155	145



### PRODUCTION SPECS

All ads are to be provided as high resolution digital files. 300 DPI, CMYK or Grayscale in PDF. Include all linked fonts, images, and a color proof.

LIVE AREA DIMENSIONS						TRIM AND BLEED DIMENSIONS		
	WIDTH	HEIGHT		WIDTH	HEIGHT		WIDTH	HEIGHT
Spread	19.25"	x 11.125"	1/4 Page (Square)	4.54"	x 5.5"	Full Page	Trim	10" x 12"
Full Page	9.25"	x 11.125"	1/4 Page (Vertical)	2.18"	x 11.125"		Bleed	10.5" x 12.5"
Junior Page	6.125"	x 8.125"	Jr. Filler	6.125"	x 2.75"	Spread	Trim	20" x 12"
Half Page (Horizontal)	9.25"	x 5.5"	1/6 Page (Horizontal)	4.54"	x 3.75"		Bleed	20.5" x 12.5"
Half Page (Vertical)	4.54"	x 11.125"	1/6 Page (Vertical)	3"	x 5.5"			
1/3 Page (Horizontal)	6.125"	x 5.5"	1/8 Page (Horizontal)	4.54"	x 2.625"			
1/3 Page (Vertical)	3"	x 11.125"	1/8 Page (Vertical)	2.18"	x 5.5"			
			One-Inch	2.18"	x 1"			

\* Allow 1/8" on either side of the gutter for crossover type. Breaking single words through the gutter is not recommended.

Please send all artwork to: Cycle News, 3505-M Cadillac Avenue, Costa Mesa, CA 92626

# CycleNews

america's weekly motorcycle newspaper

## Corporate Headquarters Western Advertising Office

(Delivery and service)

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Costa Mesa, CA 92628

(714) 751-7433 / FAX (714) 436-9574

Inquiries by e-mail

advertising@cyclenews.com

Media Site: www.cyclenewsmedia.com

## East Advertising Office

(770) 279-0304 / FAX (770) 279-0360

## National Advertising Rules and Regulations

### Deadline & Closing Date

CYCLE NEWS deadline and closing date for space reservations is Wednesday, 5 p.m. (P.S.T.) for publication on sale the following Wednesday. Camera ready art copy must arrive by closing date unless an extension has been arranged prior to closing.

### ART REQUIREMENTS

**Printing Specifications:** Heatset Web Press, Saddle-Stitch Binding, 133 Linescreen

Digital File Specifications: **Only single page PDF** files are accepted. **PDF X-1A** files are preferred. Be sure all attached image files are **CMYK, 300 DPI, at 100% and all fonts are embedded**. The ad will not produce correctly if fonts are not embedded. All Pantone/PMS colors must be converted to CMYK. Be sure the **OPI** is turned off before the PDF is made. **A Digital Color Proof** that meets all SWOP specifications should be supplied. Printed Color is not guaranteed if a color proof is not supplied.

Digital document sizes must be the same as the specified dimensions. If there is a bleed, it must be .25 (1/4") outside of the trim dimension. **The live area** dimension is .375 (3/8") inside the trim dimension. If the ad is a full page or spread, the size of the ad image is 10.5 x 12.5 (the spread must be made as two separate pages). All cropmarks must be included. In a spread ad, keep crossover type 1/8" from the gutter. Splitting a single word is not recommended. Publisher cannot guarantee exact alignment.

Publisher cannot guarantee readability of type smaller than 6 point or print quality with screens other than 133 line. In the event that additional changes need to be made to an ad already received by **Cycle News**, production fees may be charged.

**Delivery of materials:** Digital files may be copied to a CD and shipped together with the color proof to: Ad Coordinator, **Cycle News**, 3505-M Cadillac Ave., Costa Mesa, CA 92626.

Files up to 10MB may be e-mailed to the **Cycle News** Production Department at art@cyclenews.com (maximum file size may vary with each computer). Please cc this e-mail to the ad coordinator at rhocraw@cyclenews.com

In the subject line of the e-mail please **identify the advertiser and the size of the ad**. In the body of the e-mail please include complete e-mail and telephone contact information for the individual to be reached in case of any problem with the transmission. Also include any available information such as the name of the **Cycle News** Sales Rep and the **Cycle News** issue number in which the ad is scheduled.

Files may be uploaded to the **Cycle News** FTP Site. Ask your **Cycle News** Sales Rep. for instructions.

### Contracts & Copy Regulations

30 days notice is given of rate revision, where practical. All orders are non-cancellable after closing date of issue. All cancellations and/or revisions to copy/space/format reservation must be in writing and received prior to issue closing. Contract rate protection is not offered. When change of copy is not received by advertising closing date, contracted advertiser's copy run in previous issue or substitute copy will be inserted and charged to the advertiser at current space and production charges.

### Production Charges

Minimum production charge \$10.00. Charges for building/revising ads will be billed at a flat rate per column inch for typesetting, layout/design done by publisher. New ad production charges are \$10.00 per column inch of total ad size, extra for halftones/logos etc. Revisions are \$6.00 per column inch of total ad size. Scans are \$11.00 each. Ad dupes are \$11.00 each. Photos supplied by publisher are \$40.00 each in ads smaller than a Jr. Page, and \$120.00 each in ads Jr. Page and larger when used in Cycle News only. When used in other publications the fees

are \$200.00 for ads up to Jr. Page size, and \$300.00 for Jr. Page and larger. Production labor rate - \$70.00 per hour. Copywriting is 25 cents per word. Advertisers will be charged double for non-camera ready art after deadline. All charges subject to change without notice.

### Preprinted Inserts

A wide range of insert capability is available, either pre-printed and supplied by advertisers or special projects printed by CYCLE NEWS vendors. Contact your sales representative for details including price quotes, current press run, required specifications and shipping instructions.

### Special Positions

Charge for preferred position is 20% of total gross insertion price. Facing pages of a two page spread (double truck or jr. truck) not specifying particular pages are not considered special position. Preferred positions include covers, calendar pages, and any specified page.

### Application of Local Rates

Advertisements of local or regional interest & response, such as by retail storefront sales, events, local clubs, organizations, etc. qualify for CYCLE NEWS Local Rates. Advertisements of interest to a national audience, or that solicit general response from wider than regional audience, qualify for application of National Rates. Frequency rates on master contract showing issues to be used in a common 12-month contract year apply.

### Frequency Rate

Advertiser will be charged the ONE ISSUE RATE until contract for multiple rate is signed and received by CYCLE NEWS, at which time the contract rate will be applied to immediate previous insertion. Rate breaks are NOT GIVEN on previous insertions when exceeded to the next rate. All volume savings must be contracted for from date of first insertion (no rate break given).

### Commissions

15% commission allowed to \*recognized agencies only. Agency commission will apply only when accompanied by insertion order received by billing date. CYCLE NEWS ad rates are the lowest possible commensurate with costs. No discounts given. \*CYCLE NEWS recognizes only independent advertising firms whose sole enterprise is preparation of advertising material for a variety of accounts. In-House advertising departments are not entitled to receive agency commission. Commission paid on space rate only, not production charges. No agency commission on Quik Shop or Want Ads.

### Short Rate

When an advertiser contracts to place ads at a frequency rate and fails to honor his contract, he will be billed for the difference between the contract rate on ads previously run at the frequency rate which was actually earned. A surcharge of \$15.00 will apply to calculation and billing of all Short Rates.

### Credit Requirements

All new accounts must supply a completed CYCLE NEWS credit application at time of insertion and pay in advance until publisher has approved credit application. All promoters must pay in advance. All open invoices over 90 days subject to loss of agency commissions.

### Circulation

CYCLE NEWS subscriptions are \$49.95 per year (50 issues) Periodical class mail. Single copy \$4.00. Sold by subscription, newsstand, vending racks, motorcycle dealerships, at motorcycle events, and other outlets.