

2008 ROAD & TRACK ANNUALS* CLASSIFIED RATES

*RT Car Buyer's Guide & RT Truck Buyer's Guide

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	6.40	128
Expand-Ad Classified	9.60	192
Bold Face Classified	7.75	155
Grey Screen Classified	8.00	160
Bold and Grey Screen Classified	9.15	183
Expand-Ad Bold Classified	10.65	213
Expand-Ad Grey Screen Classified	10.95	219
Expand-Ad Bold and Grey Classified	12.35	247
Centered line in addition to per word charge	44.00	in addition to per word charge
Spaced line in addition to per word charge	44.00	in addition to per word charge
Illustrated - B&W per inch	164	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	267	
Illustrated - 4 Color per inch	333	

DISPLAY			
Ad Size	Black & White	2 Color	4 Color
In Inches	1X	1X	1X
1"	436	520	565
1.25"	524	625	680
1.5"	642	765	830
1.75"	750	895	975
2"	838	995	1,085
2.25"	958	1,140	1,245
2.5" or 1/12 Pg	1,068	1,270	1,385
2.75"	1,177	1,400	1,525
3"	1,265	1,505	1,640
3.25"	1,356	1,615	1,760
3.5"	1,465	1,745	1,900
3.75"	1,574	1,875	2,040
4"	1,662	1,980	2,155
4.25"	1,779	2,120	2,310
4.5"	1,889	2,250	2,450
4.75"	1,997	2,380	2,590
5" or 1/6 Pg	2,085	2,480	2,705
5.25"	2,212	2,540	2,870
5.5"	2,278	2,620	2,950
5.75"	2,387	2,745	3,095
6"	2,472	2,845	3,205
6.25"	2,556	2,940	3,315
6.5"	2,665	3,065	3,455
6.75"	2,774	3,190	3,600
7" or 1/4 Pg	2,818	3,240	3,655
7.25"	2,945	3,385	3,815
7.5"	3,053	3,510	3,845
7.75"	3,083	3,540	3,880
8"	3,141	3,610	3,955
8.25"	3,267	3,760	4,115
8.5"	3,355	3,855	4,225
8.75"	3,463	3,980	4,360
9"	3,552	4,085	4,475
9.25"	3,654	4,205	4,605
9.5"	3,764	4,330	4,745
15" or 1/2 Pg	5,646	6,495	7,120
Full Page			46,205