



Official Event Program

Advertising Rates

Program Ads:

The perfect way to promote your company at the HSR Mitty and the Classic 24 Hour at Daytona to spectators and competitors alike!

A full color event program will be distributed to every competitor and team, as well as all sponsors and vendors who attend the event.

Event Programs will be sold to all spectators available at both the registration windows and merchandise booth.

To reserve your ad please contact HSR, INFO@hsrace.com, **Ad Submission Deadline for Mitty: April 2nd; Ad Submission Deadline for Classic 24 Hour: October 4th.**

	One Issue	Two Issues
Inside Front Cover (Full Page Only)	\$850	N/A
Classic 24 Hour Program Placement Not Available		
Inside Back Cover (Full Page Only)	\$750	\$1250
Back Cover (Full Page Only)	\$1100	\$2000
2 Page Spread	\$950	\$1700
Full Page	\$650	\$1150
1/2 Page	\$450	\$800
1/4 Page	\$300	\$500

****All artwork files need to be 4 Color/CMYK, 300dpi at size, full bleed in a PDF format.****

Event Program

Ad Submission

FAX TO HSR at 727-573-1350

Contact Name: _____

Company: _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Ad Size: **Inside Front Cover (Mitty Only)** **Inside Back Cover** **Back Cover** **2 Pg Spread**
 Full Page **½ Page** **¼ Page**

Number of Issues: **Single Issue** , **Select Issue: Mitty** or **Classic 24 Hour** ; **Both Issues**

CC Number: _____

Exp Date: _____ CVV: _____ Billing Zip Code: _____

Signature: _____

MAKE CHECKS PAYABLE TO: Historic Sportscar Racing and remit this form to:
HSR P.O. Box 8110, Clearwater, FL 33758

Mitty Event Program Ad Deadline: April 2, 2019

Classic 24 Hour Event Program Ad Submission Deadline: October 4, 2019.



Full Page

Full Page

Trim Area: 8.5" x 11"

Safe Area: 1/2" in on all sides

Bleed (4 sides): .25" per side



THE MITTY 2019

PROGRAM SUBMISSIONS:

- Artwork should be submitted in digital PDF format.
- Digital artwork should include all necessary file attachments, (i.e. TrueType or PostScript fonts, and any linked images) or fonts are to be changed to outline.
- Minimum resolution for final submitted art is 300dpi.
- All color artwork should be in CMYK color mode.

1/2 Page Horizontal Bleed Edge

1/2 Page Horizontal with Bleed

Trim Area: 8.5" x 5.5"

Safe Area: 1/2" in on all sides

Bleed (3 sides): .25" per side

1/2 Page Vert. Bleed Edge

1/2 Page Vertical with Bleed

Trim Area: 4" x 11"

Safe Area: 1/2" in on all sides

Bleed (3 sides): .25" per side

1/2 Page Horizontal

1/2 Page Horizontal

Total Area: 7.25" x 4.875"

1/2 Page Vert.

1/2 Page Vertical

Total Area: 3.5" x 10"

1/4 Page

1/4 Page

Total Area: 3.5" x 4.875"