



## 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@hsrrace.com](mailto:INFO@hsrrace.com), **Ad Submission Deadline for Mitty: April 3<sup>rd</sup>**  
**Ad Submission Deadline for Classic 24 Hour: October 1<sup>st</sup>.**

	<b>One Issue</b>	<b>Two Issues</b>
Inside Front Cover (Full Page Only)	\$850	N/A
<b>**Classic 24 Hour Program Placement Not Available**</b>		
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 3, 2020**

**Classic 24 Hour Event Program Ad Submission Deadline: October 1, 2020**



## Full Page

### Full Page

Trim Area: 8.5" x 11"  
Safe Area: 1/2" in on all sides  
Bleed (4 sides): .25" per side

## 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"



### ART GUIDELINES FOR PRINTING:

1. Artwork should be submitted in digital PDF format.
2. All fonts are to be changed to outline.
3. Digital artwork should include all necessary file attachments & any linked images.
4. Minimum resolution for all final submitted art is 300dpi.
5. All artwork is to be in CMYK color mode.
6. REMEMBER: safe area spaces and proper amount of art for a bleed edge.