

ATD

ALL THE DIRT • RACING NEWS
Read By Every Racer In WISSOTA

Since 1994
The Official Newspaper Of



▶ **We Deliver More Than News.**

▶ **We Deliver 100% Market Penetration**

▶ **Using Combined Print & Digital Circulation.**

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An Affordable Monthly Payment, A Huge Ad Package



Quarter Page Package

18 Print/Digital Ads Plus 30 Digital-Only Ads

1 Quarter Page BW Ad In Every Print/Digital Combo Issue
& Same Ad In Every Following Digital Issue

\$275.00/Month

12 Equal Monthly Payments

Half Page Package

18 Print/Digital Ads Plus 30 Digital-Only Ads

1 Half Page BW Ad In Every Print/Digital Combo Issue
& Same Ad In Every Following Digital Issue

\$525.00/Month

12 Equal Monthly Payments

Full Page Package

18 Print/Digital Ads Plus 30 Digital-Only Ads

1 Full Page Full Color Ad In Every Print/Digital Combo Issue
& 1 Ad In Every Digital Issue

\$825.00/Month

12 Equal Monthly Payments

All Full Page Programs Include Free Full Color.

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2023 Issue Dates & Advertising Rates



Advertising Rates & Discounts

Standard Ad Sizes & Prices

Eighth Page (12 Column Inches)\$120.00
Quarter Page (24 Column Inches)\$225.00
Half Page (40-48 Column Inches)\$375.00
Full Page (96 Column Inches)\$600.00

Open Ad Rate: \$10.00 Per Column Inch
For Ads That Do Not Conform To "Standard" Size Ads Listed Above

Full Color Upcharge: \$75.00

Typically Available On All Half & Full Pages. Color Option May Be Available For Smaller Ads, Please Contact Us For Availability.

The Industry Professionals Section

Business-Card Style Ads That Appear In Every Print Issue.
Billed Quarterly At \$150.00.

Advertising Deadline

Finished Artwork/Advertising Info
Is Due 5 Days Prior To Issue Date.

2023 Issue Dates

Preseason Issues • Print & Digital

- January 31 Arizona Results
- February 28 Florida Results
- March 28 Season Preview Issue
- April 25 Season Opener Race Results

In-Season Issues • Race Results

Print & Digital Schedule These

- May 9 & 23
- June 6 & 20
- July 4 & 18
- August 1, 15 & 29
- September 12 & 26

Digital Only Get These For Free

- May 2, 16 & 30
- June 13 & 27
- July 11 & 25
- August 8 & 22
- September 5 & 19

Postseason Issues • Print & Digital

- October 24 Final National Points
- November 28 Builders & Buyers Guide
- December 19 Champions Issue

The Publisher Reserves
The Right To Accept Or
Reject All Advertising
Copy That At Its Sole
Discretion Is Judged
Objectionable, Misleading
Or Not In The Best
Interest Of The Readers
Or Racing Industry.

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Mechanical Requirements



Measurements, Specs, Locations, File Formats

Quarter Page Sizes

- 3 Col X 8" (4.9" wide X 8" tall)
- 4 Col X 6" (6.6" wide X 6" tall)

Full Page Size: 6 Col X 16" (10.0" wide X 16.0" tall)

Half Page Sizes

- 4 Col X 11.0" (6.6" wide X 11.0" tall)
- 5 Col X 9.5" (8.3" wide X 9.5" tall)
- 6 Col X 8.0" (10.0" wide X 8.0" tall)

Column Widths

- 1 Column 1.5 Inches
- 2 Columns 3.2 Inches
- 3 Columns 4.9 Inches
- 4 Columns 6.6 Inches
- 5 Columns 8.3 Inches
- 6 Columns 10.0 Inches

Color Charges

Process/full color is available for an additional charge of \$75.00 on ads that measure at least one half page. Full color may be available on ads of smaller sizes, depending on production standards.

Ad Location

We cannot guarantee specific page placement for ads, except for half and full page layouts that have been reserved specifically for color-available locations in advance.

Resolution Requirements

If your ad is being sent to us digitally, we request any photos included in it be a minimum of 200 pixels per inch and line-art should be a minimum of 600 pixels per inch (at full production size).

Digital Artwork Submission

We can accept your files digitally in a variety of formats including Adobe PDF files, EPS files, high resolution JPEG files. Adobe PDF format with all fonts converted to outline and/or embedded is the preferred format. If in color, document should be converted to CMYK. Files should be emailed to scott@alldirt.com.

Typesetting/Design Service

There is no charge to advertisers for typesetting of their advertisements in our office, and therefore no discounts available to advertisers submitting their own artwork. Pre-produced artwork accepted for publication per above standards. Please call us if you have any questions.

All The Dirt is a 6-column, tabloid sized publication.
Print insertions will be at the above measurements,
digital insertions will maintain same look and proportions.

ATD

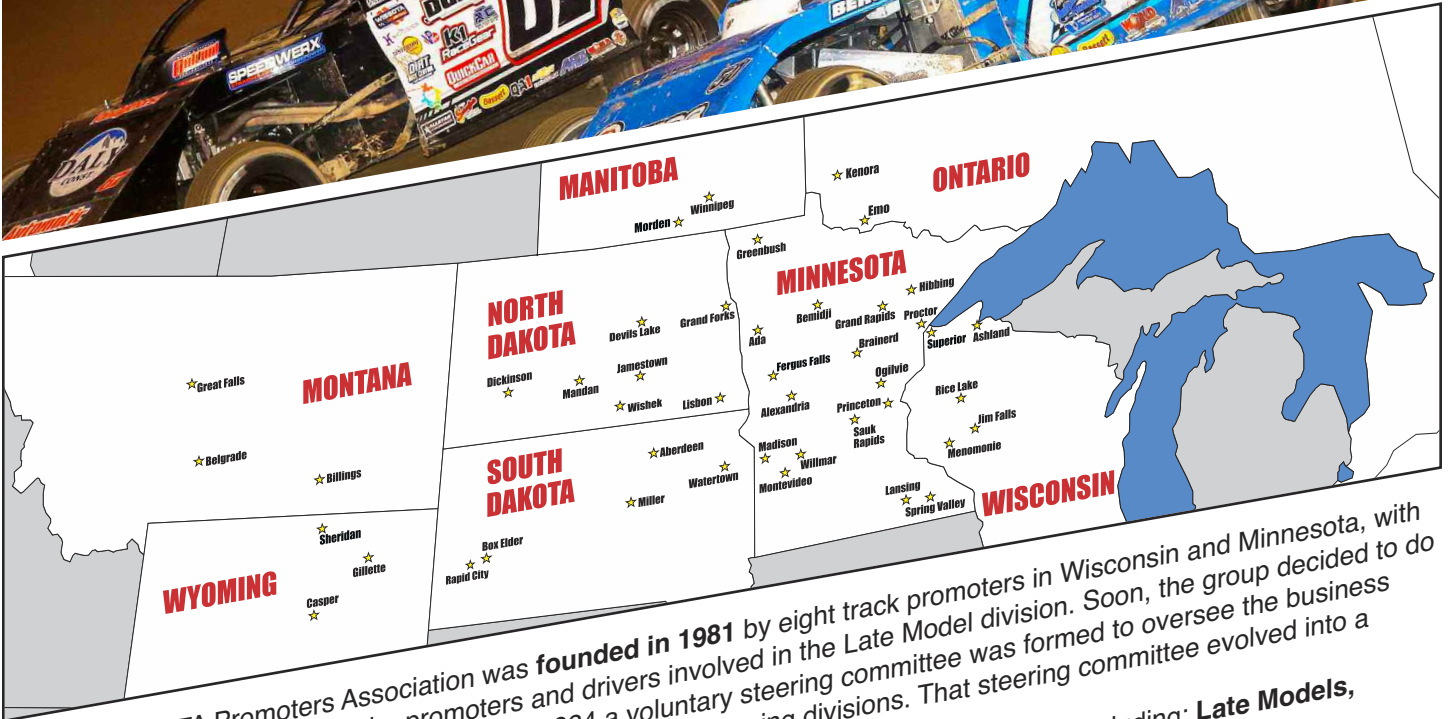
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Read By Every Racer In WISSOTA

Where You Find WISSOTA's Nearly 3,000 Racers



The WISSOTA Promoters Association was founded in 1981 by eight track promoters in Wisconsin and Minnesota, with intent to offer uniform rules for the promoters and drivers involved in the Late Model division. In 1984 a voluntary steering committee was formed to oversee the business aspects that developed and to guide the future of WISSOTA's racing divisions. That steering committee evolved into a board of directors, and WISSOTA became incorporated in 1986.

WISSOTA has grown dramatically from its inception and currently sanctions eight divisions including: **Late Models, Modifieds, Super Stocks, Midwest Modifieds, Street Stocks, Mod Fours, Pure Stocks and Hornets.**

In 2021 the WISSOTA program involved nearly 50 race tracks in Wisconsin, Minnesota, North Dakota, South Dakota, Montana, Wyoming, Ontario and Manitoba, where they present weekly WISSOTA sanctioned programs as well as the region's biggest special events.

WISSOTA is recognized nationally as a healthy, stable racing region by industry leaders across North America. You NEED to do business in this vital and healthy racing region.

Nearly 3,000 drivers are licensed annually through WISSOTA for competition at sanctioned tracks and every issue of All The Dirt! Racing News reaches every one of them.

All The Dirt! is recognized as the "official newspaper" of WISSOTA racing and it's the single best way to reach the drivers in the region.

**Your Direct Pipeline
To Nearly 3,000 Dirt Racers.
ATD Reaches Every Racer In WISSOTA!**

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What Other Brands Have Trusted ATD?



- Aero Race Wheels
- AFCO
- Allstar Performance
- Autometer
- Bassett Racing Wheels
- Bert Transmission
- Beyea Headers
- Bilstein Shocks
- Boss Manufacturing
- Brodix Cylinder Heads
- C&S Specialties
- Callies
- Champ Pans
- Coleman Machine
- Comp Cams
- Competition Products
- CP-Carrillo
- Dart Machinery
- Dominator Race Products

- Eagle Specialty Products
- Engine Quest
- Erson Cams
- FAST Ignition
- Fast Shafts
- Fivestar RaceCar Bodies
- Gray Manufacturing
- Holley
- Hoosier Racing Tire
- Howard's Cams
- Howe Racing Ent.
- Icon Pistons
- Intercomp
- Isky Racing Cams
- JE Pistons
- KRC Racing
- Lunati
- REAL Racing Wheels
- Mahle Motorsports
- Manley

- World Products
- Moser Engineering
- Motive Gear
- MSD
- PBM Performance
- QA1
- Quarter Master
- Quick Performance
- RaceQuip
- Richmond Gear
- Scat
- Schaeffer's Oil
- Schoenfeld Headers
- Speedway Motors
- Spyder Filters
- SRP Pistons
- T&D Machine Products
- Wehrs Machine
- Wilwood
- Winters Performance
- Wrisco Aluminum

All above businesses had ads that have recently appeared in ATD.