

# 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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## Real Racing Media.

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

\$298.00/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

\$545.00/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

\$850.00/Month

12 Equal Monthly Payments

All Full Page Programs Include Free Full Color.

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2026 Issue Dates & Advertising Rates



## Advertising Rates & Discounts

### Standard Ad Sizes & Prices

Eighth Page (12 Column Inches)	.....\$125.00
Quarter Page (24 Column Inches)	.....\$245.00
Half Page (40-48 Column Inches)	.....\$395.00
Full Page (96 Column Inches)	.....\$600.00

### 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 & Digital Issue. Billed Quarterly At \$150.00.

### Advertising Deadline

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

## 2026 Issue Dates

### Preseason Issues • Print & Digital

- January 27 Arizona Results
- February 24 Florida Results
- March 31 Season Preview Issue
- April 28 Season Opener Race Results

### In-Season Issues • Race Results

- Print & Digital** Schedule These
- May 12 & 26
  - June 9 & 23
  - July 7 & 21
  - August 4 & 18
  - September 1, 15 & 29

### Digital Only Get These For Free

- May 13 & 27
- June 10 & 24
- July 8 & 22
- August 5 & 19
- September 2, 16 & 30

### Postseason Issues • Print & Digital

- October 20 Final National Points
- November 24 Builders & Buyers Guide
- December 22 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.

#### 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 (300 preferred) 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](mailto: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.

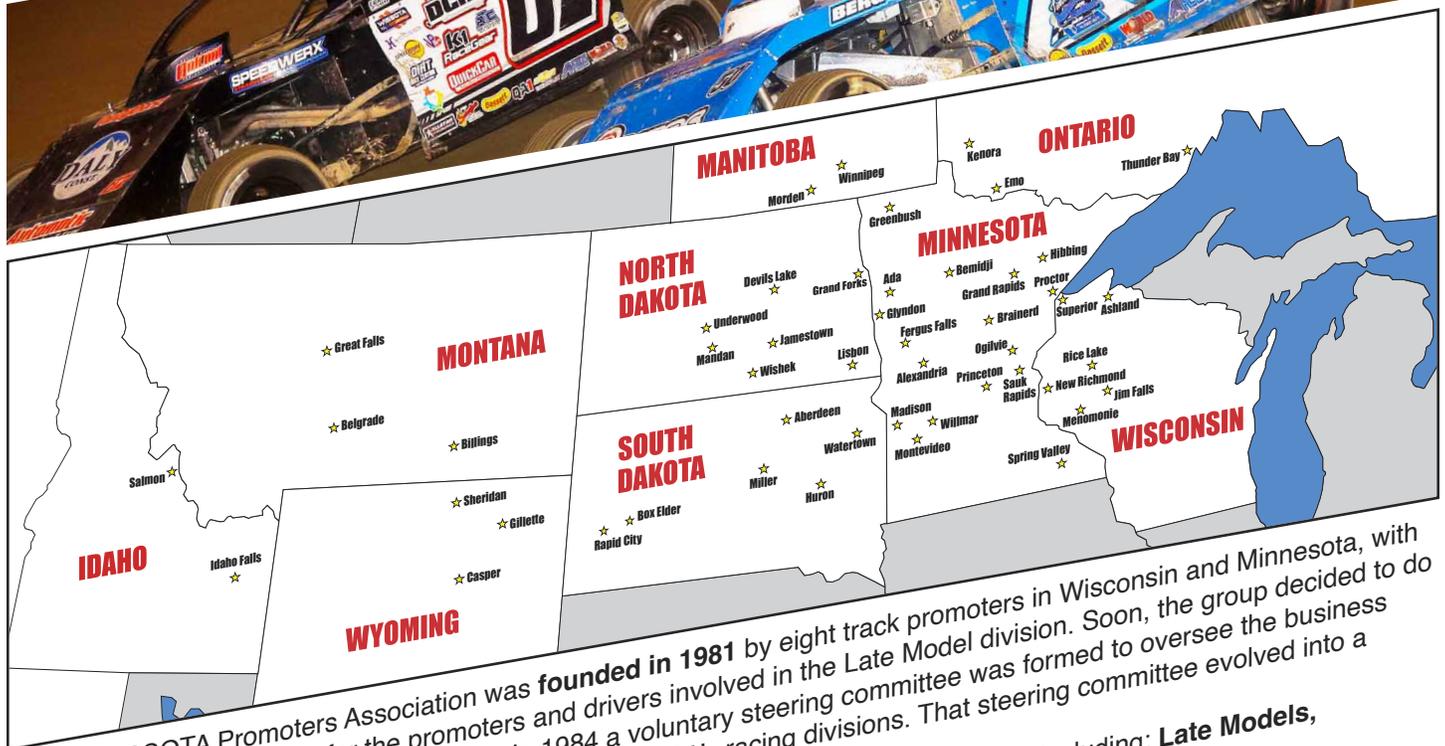
**All The Dirt is a 6-column, tabloid sized publication.**  
**Print insertions will be at the above measurements,**  
**digital insertions will maintain same look and proportions.**

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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. Soon, the group decided to do the same for the growing Modified 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 steadily from its inception and currently sanctions eight divisions including: Late Models, Modifieds, Super Stocks, Midwest Modifieds, Street Stocks, Mod Fours, Pure Stocks and Hornets.

The WISSOTA program involves nearly 50 race tracks in Wisconsin, Minnesota, North Dakota, South Dakota, Montana, Wyoming, Idaho, 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, it's the single best way to reach the drivers in the region, and it has been since 1994!

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

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## Real Racing Media.

### 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
- Gorsuch Performance
- 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 Motorsport
- 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
- T&D Machine Products
- Wehrs Machine
- Wilwood
- Winters Performance
- Wrisco Aluminum

Brands That We Have Been Happy To Work With In Recent Years!