Program Advertising Order Form

2011 Souvenir Programs

(Please Print Clearly)

ACCOUNT NAME: DATE:

ADDRESS:

CITY: STATE: ZIP:

PHONE: FAX:

SIGNATURE: PROGRAM CHOICE:

Ad Size: (Please Circle) **HALF PAGE** **FULL PAGE**

Total Cost: _____ ***(Fees are due upon receipt of invoice with a net 30-day payment.)***

Race Schedule:

Program 1	Race Dates:	July 7 - 9, 2011	NASCAR Camping World Truck Series
	Ad Materials Due:	May 15, 2011	NASCAR Nationwide Series
			NASCAR Sprint Cup Series
Program 2	Race Dates:	October 1 - 2, 2011	NASCAR Camping World Truck Series
	Ad Materials Due:	August 6, 2011	Izod IndyCar Series
			Firestone Indy Lights Series

2011 Souvenir Program Rates:

		Single-Rate Program Ads	
	Two-Event Program Ads	**July 7-9 Program**	**October 1-2 Program**
Full Page	$6,000	$4,000	$2,500
Half Page	$3,000	$2,000	$1,250

**** Kentucky Speedway does not provide design or production services. All materials must be press quality.***

**** ALL PRICING AND MATERIAL REQUIREMENTS SUBJECT TO CHANGE.***

Material Requirements:

Half-page or full-page ads should be prepared to produce a four-color process [133-150 line screen]. Ads should be supplied on disc in PDF format with color proof, PC or Mac. All fonts must be embedded in PDF files. Test files are recommended.

TRIM SIZE = 8.125" x 10.875"

Full Page		**1/2-Page Horizontal**	
Bleed (1/8")	8.375" x 11.125"	Bleed (1/8")	8.375" x 5.625"
Live Area:	7" x 10"	Live Area:	7" x 5"
No Bleed:	7" x 10"	No Bleed:	7" x 5"

Return Ad Form and Ad Materials to:

Kentucky Speedway
c/o Sales Department
400 Buttermilk Pike, Suite 100
Ft. Mitchell, KY 41017
Phone: 859-647-4309
Fax: 859-647-4307
cryan@kentuckyspeedway.com
smacconnell@kentuckyspeedway.com

Ad Materials Contacts:

Mike Schmaltz, 859-578-2692
mschmaltz@kentuckyspeedway.com