

## Advertising Rates

Advert Size	Colour			Mono		
	£3000	€4500	\$6000	£2500	€3750	\$5000
Full page	£1600	€2400	\$3200	£1400	€2100	\$2800
Half page	£900	€1350	\$1800	£750	€1125	\$1500
Quarter page	£500	€750	\$1000	£350	€525	\$700
Eighth page						

### Discounts

Special position: +20%; Cash up front: -10%; BRAD listed agencies: -10%

Series discounts: Three Issues 10%; Six Issues 15%; others on application.

### Advert Dimensions

<b>Half page</b> 187mm x 140mm		<b>Half page</b> 91mm x 287mm	<b>Full page</b>  <b>Type</b> 190mmx277mm <b>Trim</b> 210mmx297mm <b>Bleed</b> 3mm all round
<b>Quarter page</b> 91 x 140mm	<b>Eighth page</b> 91 x 68 mm		

### Copy specification

PDF (with our job options\* for Adobe Acrobat Distiller, Full or Double page only).EPS, TIFF or JPEG can be used (TIFF and JPEG are not good for text). QuarkXPress 4.1 files (you must supply fonts and images). **IMPORTANT:** All images sent must be set at 300 dpi. All fonts must be embedded/supplied (unless TIFF or JPEG). Word/PowerPoint/Excel files will not be accepted.

### Conditions

Cancellations for a single issue booking can be accepted if in writing and received two weeks before copy deadline. Cancellation for a series of bookings can be accepted if in writing and received one month before copy deadline. Any part of a series of bookings already published will be void of any discounts and invoiced in full. Race Tech cannot be held responsible for any errors or omissions made when typesetting advertisements. Failure to settle invoices within the agreed credit period will result in loss of all discounts which will be invoiced in full. Race Tech reserves the right to refuse advertisements.

Racecar Graphic are leading publishers of motor racing books and periodicals, and organisers of specialist workshops for the industry. Racecar Graphic publish the monthly Race Tech magazine.

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Bernoulli is a brand new quarterly journal that explores in unprecedented depth the theory and practice of road and race car aerodynamics. Its incisive content includes road and race car aero design and development studies and insights into wind tunnel design and operation, the use of CFD and on-track aero testing techniques.

Clearly, Bernoulli is essential reading for all involved in the operation of wind tunnels, wind tunnel developers and suppliers of rolling roads, instrumentation and flow visualisation technology. It is equally vital for model makers and testing service providers and for suppliers of CFD software and design and manufacturing software.

Above all, this unique publication is essential reading for everyone involved in optimising the performance of road and race cars, from design right through to the actual competitive events.

