



RATES FOR ACA NEWSLETTER AND WEB PAGE ADVERTISING

**2008
NEWSLETTER SUBMISSION DEADLINE**

ISSUE	COPY DEADLINE	DISTRIBUTION DATE
March/April	February 15	March 1
May	April 15	May 1
June	May 15	June 1
July	June 15	July 1
August	July 15	August 1
September-October	August 15	September 5
Nov-Dec	October 15	November 1

All ads for the newsletter must be camera ready or created as: PDF, EPS or JPEG formats.

All entry forms must be presented ready to place on the web either in print or: PDF, EPS or JPEG electronic document.

AD SIZES AND COST

PAGE SIZE	DIMENSIONS	COST ACA CLUBS/PROMOTERS PERMITTING WITH ACA	COST ACA CLUBS/PROMOTERS NOT PROMOTING WITH ACA	NON ACA CLUBS/PROMOTERS	NON EVENT RELATED ADS
Full	7X10 in	\$125	\$300	\$500	\$125
1/2 pg	5 X7 in	\$100	\$200	\$350	\$100
1/4 pg	3 1/2 X 5 in	\$80	\$180	\$250	\$80
Business	3 1/2 X 3 in	\$50	\$100	\$200	\$50

- **HOLDING SPACE: YOU NEED TO MAKE SURE YOU CONTACT ACA OFFICE TO INSURE THAT YOUR AD SPACE IS RESERVED FOR THE ISSUE YOU DESIRE.**
- **PAYMENT: PAYMENT MUST ACCOMPANY THE AD. IF YOU SEND THE AD ELECTRONICALLY YOU MUST SEND A CHECK TO ACA IMMEDIATELY. ADS WILL NOT BE PLACED WITHOUT PROPER PAYMENT.**
- **DISCOUNTS: Discounts for multiple ads apply only to ACA clubs and promoters who permit through ACA. 2-3 Issues are 10% off, 4-6 Issues are 15% off and 7-10 Issues is 25% off.**

WEB PAGE – YEAR RATE (1/1 to 12/31)

DIMENSION	ACA Clubs/Promoters Permitting through ACA	Clubs/Promoters Not Permitting through ACA	Non-Event Related Banners
Full Page Strip Banner Full Year	\$500	\$2500	\$2000
1/2 Page Strip Banner	\$1000	\$2000	\$1500

Monthly rates are available. Call the ACA office for more information.

CONTACT INFORMATION FOR NEWSLETTER AND WEB:

For more information on advertising in The Racing Express or on the American Cycling Association web page please contact:

Dean Crandall Webpage and Newsletter Coordinator
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