



14. CIRCULATION

Sold by subscription, newsstand, and in dealer showrooms worldwide. Subscription prices: \$21.97 per year. Single copy price is \$3.99.

15. DIGITAL SUBMISSION SPECIFICATIONS

TRANSFER MEDIA: Mac formatted CDs. Split or compressed files are not recommended. **Proof required!**

SOFTWARE — DESKTOP FILES: Magazine is produced on QuarkXpress (3.32). Other acceptable programs include Adobe Illustrator and Adobe Photoshop.

FONTS: All fonts used in digital submissions must be provided in Adobe Postscript format.

SCANS: All scans should be high-resolution (300 dpi or higher). All color scans must be in in CYMK format (RGB scans will print low-resolution black & white). Black and White scans must be grayscale or bitmap.

16. 2001 CLOSING DEADLINES

See web-site: www.hotvws.com for current schedules



Wright Publishing Co., Inc.



dune buggies and hot VW's

Wright Publishing Co., Inc.

2950 Airway #A-7, P.O. Box 2260,

Costa Mesa, California 92628

Phone: (714) 979-2560

Fax: (714) 979-3998

Wright Publishing Co., Inc. was formed in 1971 when founder James W. Wright acquired the title, *Dune Buggies and Hot VWs* magazine. Since that date, Wright Publishing has been an innovator in the automotive magazine industry, originating several popular periodicals, including *3Wheeling*, *ATV Sports*, *SAND SPORTS*, and *Mini-Truck*. With its leading influence in the VW industry, Wright Publishing has also been at the forefront of specialty VW publications, with "one-shot" titles such as *How To Customize Your VW* (Volumes I & II), *How To Restore Your VW*, *The California Look*, and *All About VW Performance Engines* (Volumes I & II), and *Totally Tech*.

SAND SPORTS

The sand off-road enthusiasts' bible!



Another Quality Title from
Wright Publishing

dune buggies and hot VW's

2005



Rate Card 21
Effective August 2005 Issue



dune buggies and hot VWs

Dune Buggies & Hot VWs magazine has been the leading Volkswagen-oriented publication since its inception over thirty years ago. Every monthly issue is packed with the type of information that VW and off-road enthusiasts are looking for. From it's first-quality car features, to in-depth technical articles, project cars, aftermarket product evaluations, event coverage, plus lifestyle and historical features. **Dune Buggies & Hot VWs** is the #1 VW enthusiast's magazine.

Published monthly by Wright Publishing Co., Inc.
2950 Airway, Unit A-7, Costa Mesa, CA 92626
P.O. Box 2260, Costa Mesa, CA 92628
Phone (714) 979-2560, FAX (714) 979-3998

MAILING INSTRUCTIONS

Send advertising copy or artwork to Hot VWs magazine, P.O. Box 2260, Costa Mesa, CA 92628, "Attention Advertising Department."

1. PERSONNEL

Advertising Director.....Linda Dill, Ext. 102

Production ManagerSkip Coiner, Ext. 110

2. COMMISSION

15% to recognized advertising agencies (camera-ready art).

3. TERMS

2% (on net) cash discount for payment within 10 days of invoice date. Net 30 days.

4. GENERAL RATE POLICY

90 days notice given to rate revisions. Publisher reserves the right to change rate at any time.

5. BLACK/WHITE RATES*

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 page	2150	2090	2020	1970
2/3 page	1530	1480	1440	1400
1/2 page	1210	1170	1140	1110
1/3 page	860	830	810	790
1/4 page	645	625	615	605
1/6 page	480	470	460	450
1/8 page	360	350	340	330
1/12 page	270	260	250	240
1-in.	120	115	110	105

5A. VOLUME DISCOUNTS

Payable over earned issue rate on 18 or more pages within any 12 month contract period as follows:

18 pages.....	5%
24 pages.....	7%
36 pages.....	10%

6. COLOR RATES*

BLACK AND ONE PROCESS COLOR

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 page	2500	2430	2360	2290
2/3 page	1895	1825	1765	1715
1/2 page	1580	1530	1480	1430
1/3 page	1245	1205	1165	1225
1/4 page	1045	1015	985	955
1/6 page	870	840	810	790

BLACK AND TWO PROCESS COLOR

1 page	2700	2630	2560	2490
2/3 page	2045	1975	1915	1865
1/2 page	1740	1680	1620	1570
1/3 page	1405	1365	1325	1285
1/4 page	1215	1185	1155	1125
1/6 page	1020	990	970	950

FOUR COLOR

1 page	2990	2910	2830	2760
2/3 page	2400	2330	2260	2190
1/2 page	2080	2010	1950	1900
1/3 page	1735	1675	1625	1575
1/4 page	1530	1490	1460	1440
1/6 page	1370	1340	1310	1300

For special colors such as PMS, matches or metallic, samples must be provided to publisher prior to acceptance. Rates and acceptability quoted on request.

7. COVERS* **

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
2nd cover	3450	3340	3230	3120
3rd cover	3340	3230	3120	3020
4th cover	3620	3510	3400	3300

*All rates are per insertion.

**Price includes four-color. Covers not cancelable.

8. INSERTS

Various sizes and tip-ins available, specifications and rates on request.

9. BLEED

No extra charge for bleeds. Bleed size is 8-1/8" x 11-1/8" body and covers.

10. SPECIAL POSITION

Given when practical at 10% additional charge. Center spread or 1/2 page horizontal spread is considered special positioning. Applicable to 1/3 page or larger ads only.

11. CONTRACT AND COPY REGULATIONS

When change of copy is not received by advertising closing date, contracted advertiser's copy run in previous issue, or substitute copy will be inserted at publisher's discretion. The publisher reserves the right to accept or reject all advertising copy which, at his discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly, or indirectly. No allowance is given for error in key numbers. Cancellations will not be allowed after printed space closing dates.

Publisher specifies SRDS contract and copy regulations Nos. 1, 2, 8, 10, 11, 12, 13, 14, 18, 24, 25, 26, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 40, 41 and 42.

12. MECHANICAL REQUIREMENTS

1 page	7"x10"
2/3 page (2 columns)	4-5/8"x10"
1/2 page (3 columns)	7"x5"
1/2 page (2 columns)	4-5/8"x7-1/2"
1/3 page (1 column)	2-1/4"x10"
1/3 page (2 columns)	4-5/8"x5"
1/4 page (2 columns only)	4-5/8"x3-1/2"
1/6 page (2 columns)	4-5/8"x2-1/2"
1/6 page (1 column)	2-1/4"x5"
1/8 page (1 column)	2-1/4"x3-3/4"
1/12 page (1 column)	2-1/4"x2-1/2"
1"	2-1/4"x1"
Bleed Size	8-1/8"x11-1/8"
Trim Size	8"x10-7/8"

Scans, strip-ins, and typography will be billed to advertiser or advertising agency at cost to publisher; minimum charge is \$30. In addition to space costs, a charge will be made for design, layout and mechanicals, as well as typography for art which is not camera-ready.

13. SPECIAL SERVICES

Complete art services are available for ad preparation. The cost for this service depends on the number of photos, size of ad, and complexity of layout. *Rate quotes available on request (minimum charge - \$30).*

5th color, inserts, tip-ins, and other special services also available on request.