



September 29 – September 30, 2017

Round 4 of the 2017 Canadian Rally Championship

Spectator Guide Ad Rates

Ad Space Closes: August 15, 2017

Ad Material Required: August 18, 2017

Our team of dedicated organizers has built this event into one of the best in North America. Their professionalism and thoroughness insure every aspect of the event is just right. The reputation of our group and the Nicola Valley's picturesque setting have helped achieve repeated attendance by fans and competitors. The event will be broadcasted to more than 1.5-million viewers across Canada and around the world on the TSN and RDS networks and YouTube/CARS Rally TV. Along with a strong Western presence, a field of at least 30 teams from across Canada and the USA is expected to compete at the event. Awareness of your products & services is guaranteed through advance distribution of the official PFR Souvenir Guide in Vancouver, Kamloops, Kelowna, Vernon & Merritt. Advance copies will be available at Lordco Vancouver Lower Mainland outlets. FREE copies of the Souvenir Guide will also be distributed to Rally fans onsite at key viewing areas, plus a PDF version will be posted to www.pacificforestrally.com and www.westerndriver.com for year-long viewership.

AD SIZES	RATES	SPECIFICATIONS
Full Page Colour	\$1,500	7 ¼" wide x 10" deep
½ Page Colour	\$ 825	7 ½" wide x 5" deep or 3 5/8" x 10" deep
¼ Page Colour	\$ 550	3 5/8" wide x 5" deep
1/6 Page Colour	\$ 375	2 ¼" wide x 5" deep or 5" x 2 ¼" deep
1/8 Page Business Card B/W	\$ 275	3 3/8" wide x 2 3/8" deep
Outside Back Cover Colour	\$2,500	7 ¾" wide x 10 ¼" deep
Inside Back Cover Colour	\$2,000	7 ¾" wide x 10 ¼" deep
Inside Front Cover Colour	\$2,000	7 ¾" wide x 10 ¼" deep
Banner/Drivers Profile Pages Colour	\$ 350	7 ¼" wide x 1 1/8" deep

Mechanical Specifications

Software Used:

QuarkXpress ver 3.3, 6.1 ♦ Adobe Illustrator ver. 5.5, 10.0 ♦ Adobe Photoshop ♦ Macromedia FreeHand 10.0

Picture Format – Minimum resolution 300 dpi ♦ JPEG ♦ TIFF ♦ BMP ♦ EPS

Review 2016 PFR Souvenir Guide at www.pacificforestrally.com. Click on 2016 Spectator Guide icon, top right column

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