



September 28 – 30, 2018

Round 5 of the 2018 Canadian Rally Championship

Spectator Guide Ad Rates

Ad Space Closes: August 15, 2018

Ad Material Required: August 20, 2018

Our team of dedicated organizers has built this event into one of the best in North America; ensuring every aspect of the event is just right. PFR 2018 will be broadcasted to more than 1.5-million viewers across Canada and around the world on TSN, RDS 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, BC. 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 SIZE | RATES | SPECIFICATIONS |
|--------------------------------------|---------|--------------------------------------------|
| Full Page Colour | \$1,550 | 7 1/2" wide x 10" deep |
| 1/2 Page Colour | \$ 825 | 7 1/2" wide x 5" deep or 3 5/8" x 10" deep |
| 1/4 Page Colour | \$ 550 | 3 5/8" wide x 5" deep |
| 1/6 Page Colour | \$ 375 | 2 1/4" wide x 5" deep or 5" x 2 1/4" deep |
| 1/8 Page Business Card B/W | \$ 275 | 3 3/8" wide x 2 3/8" deep |
| Outside Back Cover Colour | \$2,500 | 8 3/8" wide x 11" deep (Bleed) |
| Inside Front Cover Colour | \$2,000 | 8 3/8" wide x 11" deep (Bleed) |
| Insider Back Cover Colour | \$2,000 | 8 3/8" wide x 11" deep (Bleed) |
| Banner/Drivers' Profile Pages Colour | \$ 350 | 7 1/4" 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 ver. 10.0

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

Review 2017 PFR Souvenir Guide at www.pacificforestrally.com. Click on 2017 Spectator Guide icon top right column. Also, homepage www.westerndriver.com; right-side column.

Published by Western Driver: Mailing address: 181-4438 W. 10th Avenue, Vancouver, BC V6R 4R8

Publisher: Patrick Stewart Telephone: 604-644-9067 ♦ Email: pstewart@westerndriver.com