

# ADVERTISING RATES

## San Diego **OFF ROAD** Magazine

Published by  
off roaders  
for off roaders  
since 1982

### MISSION STATEMENT

To promote the sport of off roading; to report on off road activities both racing and recreationally; to entertain, inform and encourage; and to fight the anti-off roaders who actively seek to shut down land and kill off our sport.

### Member of

- AMA (American Motorcyclist Association)
- American Sand Association
- CORVA (California Off Road Vehicle Association)
- ORBA (Off Road Business Association)
- San Diego Off Road Coalition

*San Diego Off Road Magazine was founded in the fall of 1982 by the husband and wife team of Steve and Sherri Kukla. Residents of San Diego County since the 1960s, they currently reside in the off road desert community of Ocotillo Wells, located approximately two hours northeast of the city of San Diego.*

We invite you to look over our information  
and then contact us to place your ad.

### PUBLISHERS

Steve and Sherri Kukla

Office (760) 767-4680 • Fax (760) 767-4937

editor@sandiegooffroad.com

# *San Diego* **OFFROAD** *Magazine*

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## **AD RATES ARE PER MONTH**

The more often you run an ad, the less you pay per month. The columns are indicators of a one-month insertion; three month insertion; six months and 12 months. The ad may change copy and size in this time period. The rate you see listed reflects the **monthly** rate you pay for the ad.

### **BLACK & WHITE AD**

<b>AD SIZE</b> .....	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Full Page .....	500	475	440	400
1/2 Page .....	250	235	220	200
1/4 Page .....	160	145	138	125
1/8 Page .....	85	78	70	65
1/12 Page .....	65	62	58	52
1/16 Page .....	50	48	44	40
1 col x 2-1/4" .....	40	38	34	30
Parts Mart .....	30	30	30	30

### **FULL COLOR AD - NEWSPRINT - INSIDE MAGAZINE**

<b>AD SIZE</b> .....	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Full Page .....	875	825	775	725
1/2 Page* .....	625	575	525	475
1/4 page .....	375	355	325	295
1/8 page .....	225	200	170	150

### **FULL COLOR AD - GLOSSY PAPER**

<b>AD SIZE</b> .....	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Full Page .....	1400	1325	1250	1175
1/2 Page* .....	775	725	675	612

### **AD DIMENSIONS** (all dimensions are in inches)

Full Page	9.875 x 13.75 (trim size is 10.625 x 14.5 - bleeds should allow .25 on all sides)		
1/2 Page	9.875 x 6.75	or	9.5 x 7.365 (vertical)
1/4 Page	7.365 x 4.5	or	4.85 x 6.75 (vertical)
1/8 page	4.85 x 3.375	or	3.375 x 4.85 (vertical)
1/12 page	4.85 x 2.25		
1/16 page	3.375 x 2.375		
Parts Mart	2 x 3.125		

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# Advertising Policies and Deadlines . . .

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## AD PREPARATION

Ad set-up is provided as a complimentary service to our advertisers if you do not have artwork available. Proofs will be made available before publication. Electronic submissions for completed ads are to be in jpeg, pdf or tiff format.

## AD PAYMENT

All new ads must be paid for with insertion of first ad. Thereafter, ads will be billed for at press time, which is approximately the middle of the month. A 3% discount is given for payment within 10 days of invoice date. We accept Mastercard, Visa and Discover. For additional discounts you may pay six months in advance and receive a 10% discount; or 12 months in advance and receive a 15% discount.

## EDITORIAL RESTRICTIONS

*San Diego Off Road Magazine* will not accept advertisements or editorial copy with references to sex, alcohol, drugs, foul words or evil, wicked or satanic concepts. This also pertains to sexual or evil implications, written or photographic. It also precludes us from accepting race advertisements that list the name of alcoholic beverage companies as sponsors.

## ISSUE

## DEADLINE

JANUARY 2008

December 11, 2007

FEBRUARY 2008

January 15, 2008

MARCH 2008

February 13, 2008

APRIL 2008

March 12, 2008

MAY 2008

April 11, 2008

**JUNE 2008\***

May 9, 2008

**JULY 2008\***

June 10, 2008

AUGUST 2008

July 9, 2008

SEPTEMBER 2008

August 12, 2008

**OCTOBER 2008\***

September 9, 2008

NOVEMBER 2008

October 9, 2008

DECEMBER 2008

November 7, 2008

JANUARY 2009

December 9, 2008

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**\*Special Theme Issues: June - Tear-Down Time • July - Celebrate America • October - Back to the Desert**

# What people have to say about San Diego Off Road . . .



"I like that you try to make a community out of such a diverse group of off roaders, from buggies to MX to desert to trails to trials."

— Andrew S., Santee CA

"You show lots of pictures of us non-famous everyday riders. The information you publish is local and what we are most interested in. The people who advertise in SDOR are the people of interest to us."

— Bob J., Cardiff CA

"I like everything about SDOR. I read mine from cover to cover as soon as I get it. Keeping track of the land issues and encouraging everyone to join the fight by joining the organizations that are fighting the battle needs to be pushed all the time."

— Bob T., Henderson NV

"SDOR is a very informative publication, providing us with the updates on desert riding, locations, changes. We like the personal articles and photos of people enjoying off-roading activities."

— Neal D., Ramona CA

"What I like about SDOR is that it covers a wide range of off roading activities. Another nice feature is the free classified ads. I look forward to reading future 'projects' sent in by readers. It's always cool to see what other people have built in their garage."

— Randy R., Santa Ana CA

"Everything y'all do is grrrrreat! I have yet to find a magazine focused on issues that are as timely as yours."

— Jim P., Los Angeles CA

"I love all the stories, the pictures, the race results too. But most magazines can provide those. Here there is a real sense of community though. Something you don't find in other magazines. I want to express my appreciation for the support that this magazine gives to our nation and to it's military. As a veteran, it is great to see a magazine that is not affiliated with the military giving its open support to service members.."

— Jason M., Phoenix AZ

"I like SDOR because most of the information and race info is about local people and places. Many thought provoking articles. Great family magazine. Very generous people."

—Jane N., Warner Springs CA

"I really appreciate the support that SDOR provides for the San Diego Off Road Coalition and getting the word out about their events and issues. SDOR does a great job in educating their readers about the issues affecting their rights to access of public lands for off road recreation."

— Alan K., Lakeside CA

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