



Synergistics Media Inc.

# Holeshot Magazine

*For Motocross and Offroad Enthusiasts*

## **2010 Media Kit - Holeshot Magazine**

We're pleased to introduce you to Holeshot Magazine – The premier Amateur Motocross magazine of the South Central Region that is second to none in quality and content. We reach a direct target audience that covers Texas, Oklahoma, New Mexico, Louisiana and Arkansas .

Holeshot Magazine is a full color, high gloss publication that is offered to racers, riders and fans of Motocross, Supercross, Arenacross, Freestyle, and Cross Country as well as other motorcycle enthusiasts. It is issued bi-monthly and has race coverage from both amateur and national events, interviews from riders, race teams, and others from within the industry as well as our regular departments that are readers look forward to each issue.

We are proud to be growing and expanding in our **10th year** and also proud to be the only full color Motocross magazine focused on the South Central market. The magazine has a growing subscription base with racers and readers from all over the United States and is distributed to dealerships in our region as well as advertisers nationwide. In addition to our annual distribution of 52,000 magazines, about 8,000 copies per issue, you can find us distributing magazines at local, regional and national amateur events. There are no wasted copies of Holeshot Magazine, it gets into the hands of a direct dirtbike audience and is passed around to friends and families as well.

We believe we provide a unique medium for your ad to reach a direct and specific audience in your target market. Holeshot Magazine is the go to magazine to get your ad exposed to **Texas** riders and racers as well as the neighboring southern states. As a bonus, each advertiser's logo is placed with a link on our websites homepage at [www.holeshotmag.com](http://www.holeshotmag.com). Another added bonus is Holeshot Magazine has gone digital. The full magazine is now offered to our online subscribers all over the world. This is another audience that your ad will be exposed to.

Thank you for your interest in Holeshot Magazine. We hope to team up with you and see your ad in our upcoming issues. Please give me a call if you have any questions.

**John Willis** - Editor / Sales

Office 817-292-7308 / Cell 817-996-3191 / Fax 817-292-7309

[jwillis@holeshotmag.com](mailto:jwillis@holeshotmag.com)

Specialty Media Inc.

# Holeshot Magazine

*For Motocross and Offroad Enthusiasts*

## Holeshot Magazine 2010 Rate Card

Full Color	1x	2-3x	4-6x
Full Page	\$1200	\$1000	\$ 950
Half Page	750	700	600
Quarter Page	500	450	400
Eighth Page	200	175	125
Sixteenth Page	85	75	65
Double Spread	1900	1700	1500
Inside Front/Back Cover	1700	1600	1500
Back Cover	1800	1600	1500

### Mechanicals



Double Spread  
15.5" x 10"



Full Page  
7" x 10"



Half Page  
7" x 4.5"



Quarter Page  
3.5" x 4.5"



Eighth Page  
3.5" x 2.3125"



Sixteenth Page  
3.5" x 1"

- All ads except 1/8 Page and 1/16 Page are available in full bleed sizes.
- Ad design can be provided for an additional cost.  
(Please contact 817.292.7308 for specifics.)

### Deadlines

Issue	Space Deadline	Material Deadline	Print	Distribution
Ponca City & Loretta Lynn Issue - Issue 3 2010	June 25, 2010	July 2, 2010	July 9 2010	July 20, 2010
Issue 4 2010	Aug 13, 2010	Aug 20, 2010	Aug 27, 2010	Sept 7, 2010
10 Year Anniv. Issue - Issue 5 2010	Sept 17, 2010	Sept 24, 2010	Sept 30, 2010	Oct 12, 2010
Issue 6 2010	Oct 28, 2010	Nov 11, 2010	Nov 18, 2010	Nov 29, 2010
Issue 1 2010	Dec 16, 2010	Dec 23, 2010	Jan 7, 2011	Jan 14, 2011

**\* All deadlines subject to change**

# Holeshot Magazine

## 2010 Advertising Policy and Acceptance



- All Advertising Contracts, Insertion Orders and Copy are subject to approval by the Publisher.
- Ad copy is the responsibility of the Advertiser. Advertiser must provide ad copy to Publisher or approve ad copy created by the Publisher prior to publication. If approved ad copy is not received in time to place it, Publisher has the right to full payment for the reserved space regardless if the ad runs.
- It is the Advertiser's sole responsibility to notify Publisher in writing of any change in advertising materials.
- Advertiser shall promptly notify Publisher of the omission of any advertisement or any errors in advertisements. Publisher's liability for omissions or errors shall be limited to a refund of a reasonable percentage of the cost of the advertisement, which refund shall be credit against advertiser's account, not withstanding the above. The Publisher shall not be liable for any error refunds if advertiser fails to notify Publisher of an error prior to the publication deadline date of the forthcoming issue or if Advertiser has proofed an ad prior to printing. The Publisher shall not be liable for any damages caused by Publisher's failure to perform due to acts of God or other forces not within the Publisher's control.
- Rates are subject to change upon notice from the Publisher. Duration of contract protection will be extended to Advertisers who specify all insertion dates at the time of their space reservation.
- Requested ad positions are not guaranteed unless the Advertiser or its Agency purchases a "Special Position" at an additional charge.
- Advertisers will not be allowed to revise advertisements which are not received by the Publisher on or before the Publishers "Art Deadline" date.
- No cancellations or changes in orders will be accepted after the Publishers "Space Reservation Deadline" date.
- The Publisher reserves the right to add the word "Advertisement" to any ad, which in the opinion of the Publisher, might be confused with editorial copy.
- Advertisements, Insertion Orders or frequency contracts may be cancelled by the Publisher at any time.
- Advertising option size, issue date and frequency contracts must be stated in writing in the Advertising Agreement.
- All advertisements are subject to all federal, state and local laws.
- Publisher reserves the right to final approval on design and photography used in advertisements.
- Production costs on ads that do not arrive per Spec Sheet will be billed to Advertiser.
- Advertiser assumes responsibility for the contents of their ad and hold Publisher harmless for false or misleading ads.

### Production

Camera Ready Art Work must be provided by the Advertisers. If photographs and copy are not supplied there will be an additional charge to be determined at the time of Space Reservation.

### Creative Services

Ad design is available from Synergistics Media Inc. Please contact your account representative for per quote basis.

### TERMS OF PAYMENT

Payment is due in full upon receipt of the invoice. Any balance unpaid for more than 30 days after the billing date will be subject to a 1.5% service charge per month.

Payment for advertisements submitted by an Advertising Agency will be the responsibility of the said Agency.

Specialties Media Inc.

# Holeshot Magazine

*For Motocross and Offroad Enthusiasts*

Please Sign and Return

Company \_\_\_\_\_ Date \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Advertising Agency \_\_\_\_\_ Contact \_\_\_\_\_  
(See Below\*)

Address \_\_\_\_\_ Phone \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Fax \_\_\_\_\_

INVOICES SHOULD BE SENT TO: Client \_\_\_\_\_ Agency \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

Special Placement \_\_\_\_\_ Rate Difference \_\_\_\_\_

Publisher Approval (required) \_\_\_\_\_ Position Requested \_\_\_\_\_

Account Executive (Print Name) John Willis AE Signature \_\_\_\_\_

Approved By (Advertiser) \_\_\_\_\_ Print Name/Title \_\_\_\_\_

\*Signed Insertion Order Attached (Advertising and Marketing Agencies Only) \_\_\_ Yes \_\_\_ No

Year	Issue #	Ad Size	H/V	B/C	Ad Rate/Balance	Special Position
	Issue 1					
	Issue 2					
	Issue 3					
	Issue 4					
	Issue 5					
	Issue 6					

**TERMS OF Agreement**

Half of the amount due must be paid up front and the remaining amount will be invoiced after publication. If monthly contract, half of the amount due for first ad must be paid up front and the remaining amount will be invoiced after publication. Full monthly amount will be billed after publication thereafter.

This contract supercedes any verbal or non-written commitments related to the placement of an ad. Advertiser agrees that, should it become necessary for Holeshot to institute legal proceedings in connection with the contract that the Advertiser agrees to pay reasonable attorney's fees to be fixed by the court and all costs of the suit. Jurisdiction and venues shall be held in the appropriate courts in Ft. Worth, Texas. This contract is not subject to cancellation.

**TERMS OF PAYMENT**

Payment is due in full upon receipt of the invoice. Any balance unpaid for more than 30 days after the billing date will be subject to a 1.5% service charge per month.

**Holeshot Magazine**  
**2010 Advertising Contract**