



Biker News & Entertainment

in continuous production since 1999

Read AZ Rider in its entirety at
www.AZRiderSouthwest.com

Advertising rates:	effective	4-15-2011	All Ads Are in Color	production schedule
Ad Size	Print edition, monthly	semi-annual, print / online	monthly charge, online only	ONLINE PRINT
Business Card	60	210 or 6 pmts of 35.00/mth	10	JAN FEB MAR
1/8 page	80	273 or 6 pmts of 45.50/mth	20	APR MAY JUNE
1/4 page	99	387 or 6 pmts of 64.50/mth	30	JULY AUG SEPT
1/2 page	199	807 or 6 pmts of 134.50/mth	45	OCT NOV DEC
Full Page	239	927 or 6 pmts of 154.50/mth	70	
1/2 page BW	65	330 ~ 55/mo	45	
Full Page BW	99	507 ~ 84.50/mo	70	
Ad Sizes:				
Business Card	3.50w x 2.0			
1/8 page	4.9w x 3.875	2.375w x 7.75		
1/4 page	4.9w x 7.750	10.w x 3.875	2.375w x 15.5	
1/2 page	10.w x 7.75	4.9w x 15.5		
Full Page	10.w x 15.5			

Special placement surcharge of 10% ~ some restrictions apply.

AZR reserves the right to refuse any advertisement.

AZR reserves the right to edit or modify submitted ads for size / dimensions.

AZ Rider is a MONTHLY publication. In non-print months, a brand new **UNIQUE** edition will be posted to the website with new content for readers.

All ad rates include clickable links on our website's Advertisers page and a clickable link in the online edition to your website.
 Ask us about an online video tour of your business.

So whether your marketing plan is directed toward an internet audience or a more traditional forum, use **AZ Rider** to get your message out

Distribution:

AZ Rider is distributed in all Arizona counties; thoroughly in the Phoenix and Tucson Metro areas. All ads have multiple links on the AZ Rider website

Contact: Bruce & Betsy Newkirk
 P O Box 7375; Mesa, AZ85216-7375

480-921-0244
editor@AZRiderSouthwest.com
www.AZRiderSouthwest.com

Stated rates are for camera-ready artwork.

Layout service available @ \$40/hour, 1 hr minimum.

Advertisers must approve all ad proofs. AZR assumes no responsibility for errors on approved ads. AZR is not responsible for loss due to delays / errors beyond our control. AZR liability is limited to credit or reprint.

For all digital files:

Color format is CMYK
 set resolution of all images to 300 ppi {pixels per inch}.

Submit PDF files via email, CD, or FTP. For other formats check with us first. Prepare for web press, not sheetfed.

Total ink limit is 250.

Make black type / elements black, *not 4-color build.*

Embed fonts, convert type to curves / shapes, compress layers.

PDF settings should be PDFx1a {preferred}

If PDFx1a is not available, make sure PDF is version 1.3/cmyk.

Prepare for PC not Mac.

Submit COPIES of artwork only.

DO NOT submit original artwork.

AZR is not responsible for lost, damaged, or infected files or disks.

All ads must be pre-paid. Contact us by the 15th of the month to ensure your reservation for next month's issue. Rates and terms subject to change without prior published notice.