

# SportsCar



COVER DATE	SPACE RESERVATIONS	MATERIALS DUE*	ISSUE DISTRIBUTION	PREVIEWS AND REVIEWS SPECIAL AD OPPORTUNITIES
<i>Jan</i>	Nov. 7 Call for advertising extensions for win ads <b>SPECIAL ISSUE</b>	Nov. 13*	Nov. 30	<b>RUNOFFS YEARBOOK</b> Featuring the 2007 National Championship Runoffs. Complete coverage of the 25 races that took place in Topeka, Kan., at Heartland Park Topeka. Plus: United States Road Rally Challenge coverage and the best new products from SEMA.
<i>Feb</i>	Nov. 28 Call for advertising extensions for win ads <b>SPECIAL ISSUE</b>	Dec. 5*	Dec. 21	<b>SCCA PRO RACING YEARBOOK</b> We look back at the 2007 SCCA Pro Racing series seasons and their champions, including the SPEED World Challenge GT and Touring Car Championships and the Mazda MX-5 Cup. Plus: new Race Car Buyers Guide and American Road Race of Champions event coverage.
<i>Mar</i>	Jan. 9 Call for advertising extensions for win ads <b>SPECIAL ISSUE</b>	Jan. 16*	Feb. 1	<b>SAFETY WEAR BUYERS GUIDE</b> Our annual review of the newest in personal safety wear and a special discussion of the latest safety developments in motorsports. Plus: Ghost Tracks.
<i>Apr</i>	Feb. 6	Feb. 13*	Feb. 29	<b>GO RACING NOW!</b> <i>SportsCar</i> makes it easy to go from spectator to participant. We'll show you how to get involved, go faster and spend less.
<i>May</i>	Mar. 12	Mar. 19*	Apr. 4	<b>THE WORLD OF SOLO</b> Solo competition, or autocross, is the most grass-roots of motorsports. <i>SportsCar</i> will show Solo drivers how to find that extra hundredth of a second. Plus: a special World Challenge section.
<i>Jun</i>	Apr. 9	Apr. 16*	May 2	<b>GO FASTER!</b> Tips and tricks to make cars and drivers faster. Nobody gets into the details of car and driver improvement, nor does anyone do specials on "How-To" and "Technical" features better than <i>SportsCar</i> .
<i>Jul</i>	May 7	May 14*	May 30	<b>RALLY SPEED</b> Those who like to go fast on snow and dirt will benefit from a special feature on how to perform in RallyCross. <i>SportsCar</i> will share the pros' secrets for making rally cars go faster.
<i>Aug</i>	Jun. 4	Jun. 11*	Jun. 27	<b>ROAD RACING UPDATE</b> The latest news from the world of road racing and SCCA Club Racing as well as a special "How-To" feature for road racers, helping them get up to speed and pass the competition.
<i>Sep</i>	Jul. 2 Call for advertising extensions for win ads <b>SPECIAL ISSUE</b>	Jul. 9*	Jul. 25	<b>WHO WILL WIN THE SOLO NATIONALS?</b> Our annual special preview of SCCA's The Tire Rack SCCA Solo National Championships in Topeka, Kan. Plus: the 52st June Sprints®.
<i>Oct</i>	Jul. 30	Aug. 06*	Aug. 22	<b>WHO WILL WIN THE RUNOFFS?</b> We preview SCCA'S National Championship Runoffs at Heartland Park Topeka and predict who will take home the trophies.
<i>Nov</i>	Sep. 3 Call for advertising extensions for win ads <b>SPECIAL ISSUE</b>	Sep. 10*	Sep. 26	<b>DOWN AND DIRTY TECH</b> It's time to start thinking about how to make your car faster for 2009, and <i>SportsCar</i> will have some special technical features with that in mind.
<i>Dec</i>	Oct. 8 Call for advertising extensions for win ads <b>SPECIAL ISSUE</b>	Oct. 15*	Oct. 31	<b>SOLO YEARBOOK</b> Featuring the 2008 The Tire Rack SCCA Solo National Championships. Complete coverage of the country's largest motorsports event, profiling each class down to the thousandth of a second. Plus: the ProSolo Championship.

\*WIN ADS! DEADLINE EXTENSIONS AVAILABLE! CALL (800) 722-7140

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