



# ADVERTISING

## Thank you for your interest in the Waterford Hills Advertising Program.

Waterford Hills hosts over 100 events each season (April through September). Our events are attended by hundreds of fans & major corporations from the Metro Detroit and tri-state areas. A high quality sign can be a powerful tool for advertising your business. The advertising rates you pay benefit the maintenance of the Waterford Hills Road Racing track and facility which is an all-volunteer organization dedicated to making the sport of auto-racing attainable for all.

### ADVERTISING RATES

Back Wall 20ft x 10ft	\$600
Back Wall 30ft x 10ft	\$1000
Back Wall 40ft x 10ft	\$1400
Victory Lane Top Banner (1 available)	\$500
Victory Lane Small	\$150
Fencing Around Track	\$200
Bleachers	\$200
Top of Tower Fence (10 available)	\$100
Weekend Sponsorship	Call for pricing

- Rates are per season. Charges for ads purchased after the start of the season will be prorated.
- Design & sign production, if needed, are in addition to the ad rates listed.

### ABOUT US

Waterford Hills has been contributing to Metro Detroit's rich automotive history since 1958. Located in Clarkston, MI, it features a 1.5 mile road racing track with 13 breathtaking turns, roller coaster elevation changes and high-speed straightaways. Thousands of families come each season to watch Corvettes, Mustangs, BMW, Miatas, Porsches, prototypes and open-wheel single seaters zoom around the track, racing wheel to wheel. We also host open track days where fans can test their driving abilities in their own car, and a historic vintage race that draws fans from across the country.

### LET'S CONNECT

Let us customize the best advertising package for your business!

**email:** [advertising@waterfordhills.com](mailto:advertising@waterfordhills.com)

[www](http://www.waterfordhills.com) [waterfordhills.com](http://www.waterfordhills.com)

[twitter.com/whrri](https://twitter.com/whrri)

[youtube.com/user/waterfordhills/feed](https://youtube.com/user/waterfordhills/feed)



# SPACES & SPECS



**Victory Lane Top • 12ft x 24in / Victory Lane Small • 36in x 18in**  
 Visible from paddock, spectator stand and often featured in fan photos.



**Back Wall • 20ft x 10ft**  
**30ft x 10ft / 40ft x 10ft** (shown)  
 Located along the back straight and visible from the tower and turn 6 bleachers.



**Bleachers • 8ft x 4 ft**  
 Located on the back of the bleachers at turn 2 and turn 6. Visible to parking lots.



**Track Fence • 8ft x 3ft**  
 Visible to all entering and exiting the track.



**Top of the Tower • 8ft x 3ft**  
 Located around the tower fencing and visible from the paddock and spectator tower.





# ADVERTISING ORDER

## ADVERTISER INFORMATION

Date: \_\_\_\_\_

Advertiser / Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Artwork Contact: \_\_\_\_\_

I am supplying a ready to hang banner.

I am supplying print ready artwork.

I want WHRRI to design & print my banner.

## PAYMENT INFORMATION

Payment is due in full before ad is placed.

Check  MC  VISA  AMEX

Make check payable to: WHRRI

Mail To: Erin Cassaday  
14086 Imlay City Rd  
Capac, MI 48014

Card #: \_\_\_\_\_

Expires: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

I have read the terms and I authorize WHRRI to charge my credit card the amount shown.

Signature: \_\_\_\_\_

## QUESTIONS

Contact us at: [advertising@waterfordhills.com](mailto:advertising@waterfordhills.com)

## AD SIZE SELECTED (circle all that apply)

Season/ Months: \_\_\_\_\_

Rates are per season. Rates for space purchased after the start of the season will be charged on a prorated basis.

Location	Size	Rate	Banner Cost (if needed)	Design \$50 flat fee
Back Wall	20ft x 10ft	\$600	\$535.50	Y / N
Back Wall	30ft x 10ft	\$1000	\$779.75	Y / N
Back Wall	40ft x 10ft	\$1400	\$785.50	Y / N
Victory Ln. Top	12ft x 24in	\$500	\$108.50	Y / N
Victory Ln. Sm.	36in x 18in	\$150	\$45.50	Y / N
Track Fence	8ft x 3ft	\$200	\$108.50	Y / N
Bleachers	8ft x 4ft	\$200	\$149.50	Y / N
Tower Fence	8ft x 3ft	\$100	\$108.50	Y / N

Weekend Sponsorships available. Please call for details.

**TOTAL DUE:** \_\_\_\_\_

**NOTES:**



# CONTRACT TERMS & ARTWORK GUIDELINES

## ADVERTISING TERMS & CONDITIONS

- Rates are for the space only and are per season. Rates for space purchased after the start of the season will be charged on a prorated basis.
- Payment is due in full before ad will be placed.
- Advertisers may provide their own sign to be hung upon approval by Waterford Hills.
- We reserve the right to refuse any advertising deemed unacceptable or offensive.
- Liability for incorrectly printed or omitted advertising extends only to the cost of the advertising space.
- We are happy to design your ad for a one-time charge of \$50.
- Banner printing is available for an additional charge which varies by size.
- Special positioning is not guaranteed but we will do our best to honor requests.

## DEADLINES

- Finished banners must be submitted by Sunday, one week before the next race.
- If submitting artwork, please allow an extra week for sign production.
- Visit [waterfordhills.com](http://waterfordhills.com) for a schedule of race dates.

## ARTWORK SUBMISSION GUIDELINES

- Include a list of contacts for the ad. Include the advertiser, ad designer and phone number for each.
- We recommend keeping your content bold & simple for maximum visibility.
- All files must be submitted by email, web based file transfer (such as [wetransfer.com](http://wetransfer.com)) or CD/DVD.
- A color hard copy printout of ad should be included for proofing purposes.
- Conversion to CMYK or grayscale. No RGB files.
- Vector files are preferred. All files saved as TIFF or high resolution PDF. Low resolution jpegs can not be accepted.
- PDF files: Embed all fonts, do not subset fonts. Be sure RGB graphics are converted to correct color mode and 300 or higher resolution.
- Text and images should fall within 1 inch margin on all banners (to avoid being cut off by grommets and hem. Victory Lane decal margin is 1/2 inch from edge (no grommets/stitching)).
- Add 1/4" bleed all the way around so image will extend past page size.
- We accept PDF, Adobe Illustrator CS/CC, Photoshop or Indesign files.  
We do not accept ads created in Microsoft Word, Microsoft Publisher or Corel.
- Corrective work to any digital files will result in a minimum \$40 charge.
- WE RESERVE THE RIGHT TO SCALE YOUR AD TO FIT OUR SPECIFICATIONS IF THE ABOVE INSTRUCTIONS ARE NOT FOLLOWED.

## BANNER PRINTING:

- Banner printing is available for an additional charge, which varies by size.
- We recommend Perfect Impressions Graphic Solutions in Farmington Hills, MI for printing banners.
- Banners are printed on high quality, 18oz outdoor vinyl with sewn edges and grommets on all sides.
- Small Victory Lane ads are printed full color decals (no grommets or sewn edges)

## QUESTIONS

Contact us at [advertising@waterfordhills.com](mailto:advertising@waterfordhills.com)

For artwork questions contact Colleen MacDonald: [colleen@hofudgestudio.com](mailto:colleen@hofudgestudio.com)