



SALES TEAM

National Sales Director

Kurt Miller
Advanstar Communications
201 Sandpointe Avenue, Suite 600
Santa Ana, CA 92707
Direct: 714.513.8829
Fax: 714.513.8836

Western United States

Chris Corbett
Advanstar Communications
201 Sandpointe Avenue, Suite 600
Santa Ana, CA 92707
Direct: 714.513.8835
Fax: 714.513.8836

Southern United States

Maher Boulos
Advanstar Communications
201 Sandpointe Avenue, Suite 600
Santa Ana, CA 92707
Direct: 714.513.8444
Fax: 714.513.8836

Eastern United States

Jacque Parral
Advanstar Communications
201 Sandpointe Avenue, Suite 600
Santa Ana, CA 92707
Direct: 714.513.8691
Fax: 714.513.8836

Midwestern United States

Paul Carey
Advanstar Communications
201 Sandpointe Avenue, Suite 600
Santa Ana, CA 92707
Direct: 714.513.8649
Fax: 714.513.8836

Sales Representative

Amy Bartz
Advanstar Communications
201 Sandpointe Avenue, Suite 600
Santa Ana, CA 92707
Direct: 714.513.8408
Fax: 714.513.8836

DIRTsports

THE VOICE OF OFF-ROAD MOTORSPORTS

www.dirtsportsmag.com

DIRTsports magazine is the passionate voice of off-road motorsports. The Dirt Nation relies on *DIRTsports* for the most dynamic coverage of the technology, personalities and competition that fuels the off-road community. The magazine showcases powerful imagery from the industry's main events that reflect the pageantry of motorsports happening in your backyard – and across the nation.

DIRTsports OFFERS YOU:

- ■ Distribution of 85,000
- ■ A dedicated editorial and sales staff comprised of off-road industry people
- ■ Marketing and promotional opportunities
- ■ Reader Action that links advertisers with sales leads



FOR ADVERTISING INFORMATION, CALL 800.854.3112



2005 EDITORIAL CALENDAR

ISSUE	ISSUE HIGHLIGHTS	SHOW/RACE DISTRIBUTION	AD CLOSE	MATERIALS DUE
Jan./Feb.	Champions Issue Tribute to 2004 off-road racing champions Coverage: Best In the Desert 200, Glen Helen	International Motorcycle Shows Minneapolis, Chicago, Detroit, Best in the Desert: Parker SCORE: San Felipe	Dec. 20	Dec. 28
March/April (on sale newsstand)	Special Section: Rock Preview Coverage: Laughlin, Paris Dakar Tech Focus: Suspension Buyer's Guide: Suspension	Best In The Desert: Laughlin, UROC: St. George	Jan. 26	Feb. 2
May/June	Special Section: CORR Preview Coverage: San Felipe, Best In The Desert: Parker, UROC, ProRock, Cal Rocs Tech Focus: Engine Buyer's Guide: Crate Engines	Best In The Desert: Terrible's 250	March 28	April 4
July	Coverage: National Rock Crawling Features Tech Focus: Safety	Baja 500 CORR: Dresser	April 28	May 5
August	Coverage: Baja 500, CORR Season Opener Tech Focus: Seats Buyer's Guide: Seats	Best in the Desert: Nevada 1000 CORR: Topeka Score: Terrible's Cup I	May 25	June 2
September	Special Section: Prerunners Tech Focus: Tires Buyer's Guide: Tires	CORR: Bark River 4-Wheel Jamboree	June 27	July 5
October	Coverage: Nevada 1000 Tech Focus: Axles Buyer's Guide: Axles	SCORE: PRIMM 300 CORR: Crandon, WI UROC: St. George	July 28	Aug. 4
November	Special Section: Sand Coverage: Crandon	Off-Road Expo, Vegas to Reno UROC: Salt Lake City	Aug. 29	Sept. 6
December	Coverage: Primm 300 Tech Focus: Shocks	SEMA, Baja 1000, Best In The Desert: Terrible 300	Sept. 27	Oct. 4

Note: Editorial calendar content subject to change

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2005 ADVERTISING DISPLAY RATES
Effective June 1, 2005 through September 31, 2005

	1x	3x	6x	9x	12x
4/C					
Full page	\$3,544	\$3,402	\$3,260	\$3,118	\$3,012
2/3	\$2,419	\$2,450	\$2,348	\$2,245	\$2,169
1/2	\$2,126	\$2,041	\$1,956	\$1,871	\$1,807
1/3	\$1,701	\$1,633	\$1,564	\$1,497	\$1,446
1/4	\$1,017	\$976	\$936	\$896	\$865
1/6	\$709	\$680	\$652	\$624	\$603

2/C					
Full page	\$3,360	\$3,226	\$3,091	\$2,957	\$2,856
2/3	\$2,419	\$2,323	\$2,226	\$2,129	\$2,056
1/2	\$2,016	\$1,935	\$1,854	\$1,774	\$1,713
1/3	\$1,613	\$1,549	\$1,484	\$1,420	\$1,371
1/4	\$966	\$927	\$888	\$850	\$821
1/6	\$672	\$645	\$618	\$591	\$571

COVERS

C2	\$3,898	\$3,742	\$3,586	\$3,429	\$3,313
C3	\$3,721	\$3,572	\$3,423	\$3,275	\$3,163
C4	\$4,252	\$4,082	\$3,912	\$3,742	\$3,614

BLACK & WHITE

Full page	\$2,625	\$2,520	\$2,415	\$2,310	\$2,231
2/3	\$1,890	\$1,814	\$1,739	\$1,663	\$1,606
1/2	\$1,575	\$1,512	\$1,449	\$1,386	\$1,339
1/3	\$1,260	\$1,210	\$1,159	\$1,109	\$1,071
1/4	\$787	\$756	\$724	\$693	\$669
1/6	\$525	\$504	\$483	\$462	\$446

MARKETPLACE ADS (4/C)

1/6	\$618	\$606	\$593	\$582
1/12	\$325	\$320	\$315	\$310

RACE RIDES (4/C)

1/9	\$404
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OFF-ROAD BUSINESS

www.offroadbusinessmag.com

Off-Road Business is the exclusive industry connection for the dealers, distributors, wholesalers, and manufacturers in the off-road market. The off-road nation looks to the products, personalities and expertise in *Off-Road Business* to grow our industry and stay innovative, passionate and profitable.

OFF-ROAD BUSINESS OFFERS YOU:

- ■ Distribution of 14,000
- ■ A dedicated editorial and sales staff comprised of off-road industry people
- ■ Marketing and promotional opportunities
- ■ Reader Action that links advertisers with sales leads



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2005 EDITORIAL CALENDAR

ISSUE	ISSUE HIGHLIGHTS	PRODUCT FOCUS	AD CLOSE	MATERIALS DUE
Jan./Feb.	Off-Road Impact Trade Show and Conference	Air Filters	December 6	December 13
March/April	Motorsports	Beadlocks	February 3	February 10
May/June	Jeep	Exterior Products	April 8	April 15
July	Performance	Crate Motors	May 26	June 3
August	Suspension	Lift Kits Long Travel Kits	June 24	June 30
September	Market Buyers Guide Issue	Market Buyers Guide	July 28	August 4
October	Drivetrain	Holiday Products	August 25	September 1
November	Interior	Bed Accessories	September 27	October 4
December	Off-Road Impact Preview	Recovery Gear Trail Accessories	October 26	November 2

Note: Editorial calendar content subject to change

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2005 ADVERTISING DISPLAY RATES
Effective October 1, 2004 through October 31, 2005

	1x	3X	6X	9X	12X
4/C					
Full pg.	\$3,460	\$3,295	\$3,150	\$3,040	\$2,897
2/3	\$2,667	\$2,540	\$2,440	\$2,310	\$2,255
1/2	\$2,320	\$2,210	\$2,125	\$1,950	\$1,878
1/3	\$1,985	\$1,890	\$1,820	\$1,650	\$1,606
1/4	\$1,565	\$1,490	\$1,360	\$1,275	\$1,222

2/C					
Full pg.	\$3,092	\$2,945	\$2,800	\$2,690	\$2,592
2/3	\$2,300	\$2,190	\$2,090	\$1,960	\$1,927
1/2	\$1,953	\$1,860	\$1,775	\$1,600	\$1,581
1/3	\$1,617	\$1,540	\$1,470	\$1,330	\$1,309
1/4	\$1,197	\$1,140	\$1,101	\$969	\$925
1/6	\$665	\$648	\$615	\$585	\$565
1/12	\$352	\$340	\$320	\$310	\$299

COVERS

Full pg.	\$3,822	\$3,640	\$3,440	\$3,290	\$3,094
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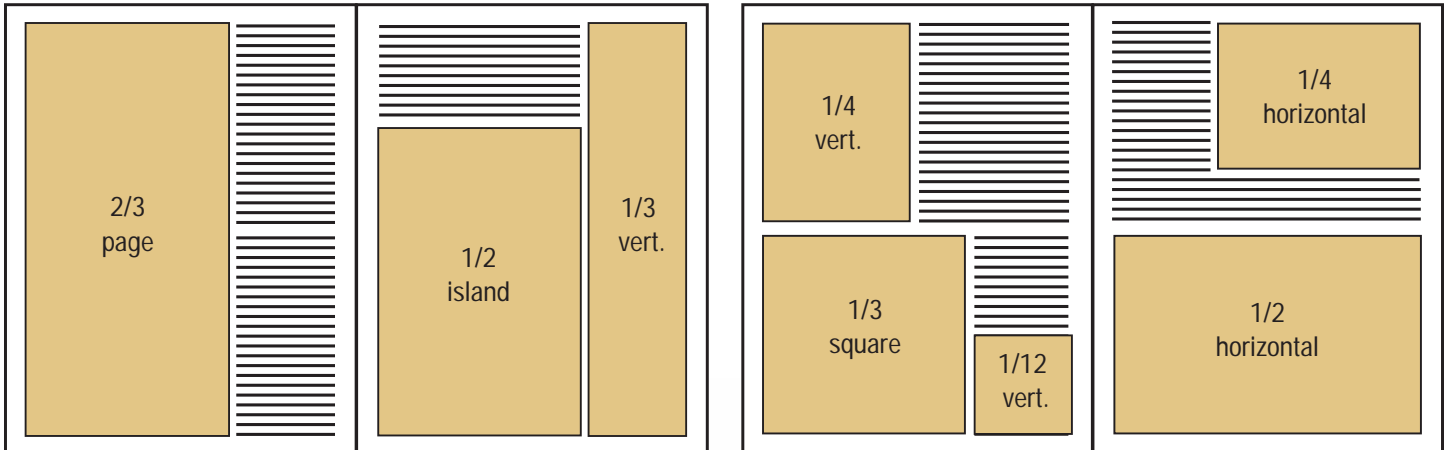
BLACK & WHITE

Full pg.	\$2,830	\$2,695	\$2,550	\$2,440	\$2,372
2/3	\$2,037	\$1,940	\$1,840	\$1,710	\$1,668
1/2	\$1,690	\$1,610	\$1,525	\$1,417	\$1,350
1/3	\$1,355	\$1,290	\$1,220	\$1,135	\$1,080
1/4	\$935	\$890	\$845	\$801	\$675
1/6	\$665	\$648	\$615	\$585	\$565
1/12	\$352	\$340	\$320	\$310	\$299

MARKETPLACE ADS 4/C

1/6	\$965	\$939	\$892	\$849	\$820
1/12	\$510	\$493	\$464	\$449	\$433

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DIGITAL AD REQUIREMENTS

- Digital data is required for all ad submissions. Preferred format is PDF/X-1. Acceptable format is a PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. *DIRTsports* will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager or download digital ad specifications from www.advanstar.com/adspec/.
- DIRTsports* will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken - by the client or by their agency - to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.

- Accepted Media: Files may be submitted on CD-ROM.
- FTP: Files may be submitted to our FTP site. Please contact the production manager for instructions.
- Ad Proofs: To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No make-goods will be issued on ads run without a SWOP proof.
- Film: *DIRTsports* is computer to plate. Any ads submitted on film will incur a \$50 charge.

MECHANICAL REQUIREMENTS

AD SPACE	WIDTH	DEPTH
2 Page Spread	14-3/4"	9-1/2"
2 Page Spread (Bleed)	15-3/4"	10-3/4"
Full Page	6-3/4"	9-1/2"
Full Page (Bleed)	8"	10-3/4"
2/3 Page	4-3/8"	9-1/2"
1/2 Page Horizontal	6-3/4"	4-5/8"
1/2 Page Island	4-3/8"	7"
1/3 Page Square	4-3/8"	4-5/8"
1/3 Page Vertical	2-1/8"	9-1/2"
1/4 Page Horizontal	4-3/8"	3-3/8"
1/4 Page Vertical	3-1/4"	4-5/8"
1/12 Page Vertical	2-1/8"	2-1/4"

• Printing: Web Offset • Binding: Perfect Bound • Trim Size: 7-3/4" x 10-1/2" Keep live matter 3/8" from all trim edges and gutter.

FOR ADVERTISING INFORMATION, CALL 800.854.3112

MAILING INSTRUCTIONS

Send insertion order and ad materials to:

Karen Lenzen, Sr. Production Manager
*DIRT*sports Magazine
131 W. 1st Street
Duluth, MN 55802
Phone: 218-723-9371 / Fax: 218-723-9223



STANDARD TERMS AND CONDITIONS FOR ADVERTISING

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency.

A – Invoices are rendered at date of publication.

B – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to *DIRT*sports and *Off-Road Business* magazines. All overdue payments will be invoiced directly to the Advertiser, who will be held fully responsible for payment.

C – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all overdue invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.

D – Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

E – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

F – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

G – Publisher reserves the right to reject any advertising, which Publisher feels, is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

H – Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

I – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

J – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

K – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

L – A 1/4 page ad is the minimum rate holder.

M – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

N – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs.

Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

O – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

P – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

Q – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

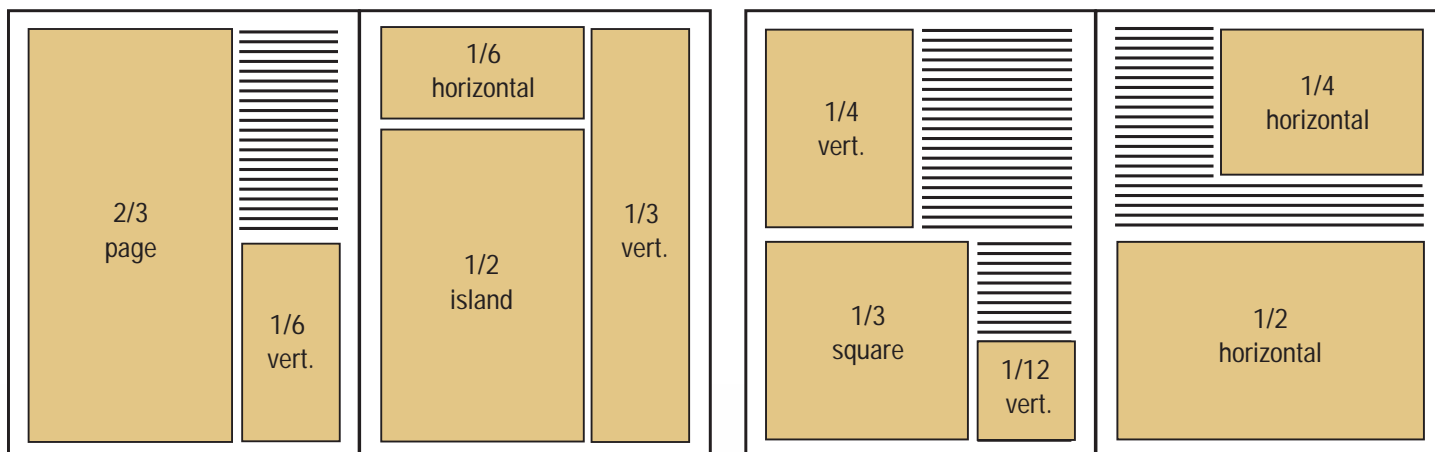
R – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

S – Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement.

Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

T – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

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DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1. Acceptable format is a PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. *Off-Road Business* will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager or download digital ad specifications from www.advanstar.com/adspec/.

2. *Off-Road Business* will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken - by the client or by their agency - to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.

3. Accepted Media: Files may be submitted on CD-ROM.

4. FTP: Files may be submitted to our FTP site. Please contact the production manager for instructions.

5. Ad Proofs: To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No make-goods will be issued on ads run without a SWOP proof.

6. Film: *Off-Road Business* is computer to plate. Any ads submitted on film will incur a \$50 charge.

MECHANICAL REQUIREMENTS

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Q – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

R – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

S – Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement.

Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

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INTEGRATED MARKETING

Dominate the Off-Road Market With Advanstar's DIRTsports & Off-Road Business Brands



With *DIRTsports* and *Off-Road Business*, you gain access to an entire suite of comprehensive resources designed to surround your target market, secure sales through lead generation and a partner to build effective marketing programs. Leverage our Integrated Marketing Solutions to pinpoint and penetrate your targeted audience.

ADVANSTAR TRADE SHOWS & EVENTS

Advanstar hosts the largest powersports consumer and trade events in the USA. With the off-road products, you can reach dealers, consumers and channel partners across the powersports market—From motorcycles, ATVs, off-road trucks or rock crawlers. Own the off-road market by leveraging Advanstar's market-leading brands.



TRADE SHOW MARKETING SUPPORT

Leverage the trade show and race distribution of Advanstar's magazines with cost effective extras that increase your visibility and drive traffic to your booth. Customized bellybands, printed polybags or cover stickers—to name a few—are available on a first-come first-serve basis to key industry events.

E-MEDIA

Increase your advertising effectiveness 56% by running an online campaign with your print or event program. Select banner, button or text ads on dirtsportsmag.com, offroadbusinessmag.com or offroadimpact.com. In addition, *DIRTsports* and *Off-Road Business* e-mail newsletters can take your message to thousands of desktops every week.

LISTS

Advanstar can provide start-to-finish execution of your direct mail campaign including mailing lists, creative, production and mailing services. To get started, Advanstar offers comprehensive databases targeted by business, industry, title, region and purchasing authority. Also, inquire about our database product to build or enhance your own internal customer database.

REPRINTS

Custom advertising and editorial reprints provide a simple, professional means of spreading your message. Whether you seek to inform, introduce, influence or instruct, reprints complement a variety of educational, public relations or marketing programs. Custom components such as your company logo, address, highlighted text, magazine issue covers and more can be added to make reprints more effective. Ask us about our new electronic reprints—available for your web site and e-mail distribution.

FOR ADVERTISING INFORMATION, CALL 800.854.3112

INTEGRATED MARKETING

CLASSIFIED PRODUCT/SERVICE ADVERTISING

DIRTsports and *Off-Road Business* magazines offer advertising for every budget. Use our classified product/service advertising programs to sell components, support regional campaigns, sell your rigs and more. Advanstar delivers the most cost effective and targeted advertising vehicles to the off-road market.

CLASSIFIED RECRUITMENT ADVERTISING

Let us help you find the qualified staff you need to grow your business. Classified recruitment advertising is affordable, easy and effective when using Advanstar's brands.

OFF-ROAD IMPACT 2005 SHOW DIRECTORY

Over 80% of trade show attendees report they retain the show directory year-round as a reference source for future purchases. Options designed to maximize year-round exposure include: display ads, unit ads, logo ads, bold face print listings, company spotlights and enhanced listings. Reach industry decision-makers all year long, right when they're ready to buy, with our Show Directory!

CUSTOM PUBLISHING

The depth of information provided in a custom publishing vehicle creates a more "educated" and qualified prospect for any company. And that means more sales! Custom-published products range from sales and direct mail pieces, to supplements in Advanstar publications, to virtually any advertising piece you can think of – all tailored to your specific needs. Popular uses include: inserts or supplements, tipped or magna-stripped-run of book, free standing publications, newsletters and catalogs, fold out posters, calendars or cards. Benefits include: building enhanced awareness of your company/products, demonstrating a leadership position within the industry, drawing more educated and qualified prospects, and developing using the piece as collateral for trade shows, direct mail and sales calls.

SINGLE SPONSORED SUPPLEMENTS

Single sponsored supplements are a cost-effective way to inform the greatest number of your target audience about your company's capabilities, products and solutions. This piece is designed to fulfill the three major marketing needs —supplement package advertising, direct mail and sales collateral—in one effective tool. Whether your vision is a 2-, 4- or 16-page insert; we'll handle everything from concept development to editorial design to production. Let us help tailor a comprehensive package to meet your marketing needs.



FOR ADVERTISING INFORMATION, CALL 800.854.3112



www.Off-Road.com

Off-Road.com is the only broad-based enthusiast website dedicated to the off-road consumer community, and the only website with more than 100,000 pages of searchable content available online and indexed by leading search engines across the globe.

Off-Road.com offers its readers the only place to find complete coverage of off-road motorsports, ATVs, rock crawling, dirt bikes, sand sports, remote control cars, and every other major off-road enthusiast category; in-depth technical and product information on Ford, Dodge, Jeep and all the leading off-road vehicle brands; comprehensive race and event coverage; entertaining columnists, including veteran industry icon and off-road editor Rick Sieman; information on community, clubs, classifieds and much more.

Off-Road.com At-A-Glance

- ■ 700,000 unique visitors per month
- ■ 5 million page views per month
- ■ 100,000+ pages of searchable content
- ■ #1 search engine position for general sites
- ■ 170,000 monthly unique readers in 18-34 male demographic
- ■ Longest Running off-road website, launched in 1995
- ■ Ranked in Top 25 worldwide web motorsports sites as measured by Nielsen Net Ratings
- ■ Seven minute average visitor session vs. less than one minute visitor session for all other off-road websites

ATV	SandSports	Chevy Off-Road	Dirt Bike
Dodge Truck	Ford Truck	HUMMER	Jeep
Land Use Issues	Nissan	Outdoor	RaceDesert.com
Rock Crawling	SandSports	Snowmobile	Suzuki
Toyota LandCruiser	Toyota Pickup	Honda	

Off-Road.com
Linking the Off-Road Nation!

For advertising information, contact Pattie Waters at 866.432.8485

DIRTsports EXPO LIVE!

www.dirtsportsexpolive.com

DIRTsports Expo Live! is a series of consumer events that capture the diversity, excitement and financial opportunities of the emerging off-road marketplace. The shows feature a unique atmosphere for consumers to shop for the latest products and services available in the off-road industry. Size, scope, variety and features differentiate *DIRTsports* Expo Live! from other events. The shows will feature every form of the off-road market including rock crawling, road racing, motorcycle/ATV, street performance, sand sports, 4-Wheeling and Jeeping. The shows will provide an opportunity for OEMs to reach the 36 million Americans who use off-road vehicles as a form of recreation.

***DIRTsports* EXPO LIVE! EVENT SCHEDULE:**

■ ■ **2005**

Phoenix – October 22-23

Houston – November 11-12

■ ■ **2006**

Indianapolis – April 8-9

Salt Lake City – April 21-23

Sacramento – May 20-21

Syracuse – June, specific date TBA



FOR ADVERTISING INFORMATION, CALL 800.854.3112