

2026-2027 PRINTED PRODUCTS
AND GRAPHIC SERVICES CATALOG
FOR THE SHORT TRACK RACING!



SIMES GRAPHIC DESIGNS

THE FIRST CHOICE FOR SHORT TRACK PROMOTERS

SEASON, EVENT & FACILITY BROCHURES

SEASON & EVENT RACK CARDS

POSTCARDS

POCKET/MINI SCHEDULES

SEASON & EVENT POSTERS

TRACK, EVENT & BUSINESS LOGOS

EVENT & TRACK T-SHIRTS

PROMOTIONAL AND EVENT TICKETS

MEMBERSHIP AND VIP CARDS

DIGITAL E-FLYERS FOR EVENTS

WEB SITE CONTENT GRAPHICS

PROGRAMS FOR EVENT & SEASON

BUSINESS CARDS

**MONTHLY RETAINER PROGRAM
FOR THE BUSY RACE PROMOTER**

www.simesgraphicdesigns.com

701.426.4633

“YOUR RACE FLYER Is More Than a Track Handout – IT’S THE FOUNDATION OF A TRUE MULTI-CHANNEL CAMPAIGN: Email, Social Media, Websites, and Print.”

Our e-flyers deliver the same exceptional creative artwork we craft for all our printed materials, conveniently sent to you in digital format for web or print.

WHEN THE DESIGN IS FINISHED, WE SEND YOU TWO VERSIONS OF THE E-FLYER: A PDF FOR PRINTING AND A JPG FOR THE WEB.

PRICING STARTS AT
3 TO 4 DAYS PRODUCTION
E-FLYER \$75⁰⁰

2 DAYS PRODUCTION
E-FLYER \$100

SAME DAY PRODUCTION
E-FLYER \$125

Need additional sizes for your social media, We can tune the e-flyer to fit any social media size all for a small fee.

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WWW.SIMESGRAPHICDESIGNS.COM
INFO@SIMESGRAPHICDESIGNS.COM • 701-426-4633



SCAN FOR PRICE BOOK



SGD SIMES GRAPHIC DESIGNS

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SHORT TRACK RACING PROMOTING IS A TOUGH BUSINESS AND YOU NEED AN EDGE!

FOR OVER 30 YEARS, **SIMES GRAPHIC DESIGNS** has been providing that edge to the auto racing industry by producing high-quality printed products for track operators, drivers and racing-related businesses. Located in North Dakota, Simes Graphic Designs thrills customers across the United States with easily accessible services.

- **RACING IS A HIGHLY SPECIALIZED BUSINESS** which needs products that express the excitement and high-power action of the sport in a clear and concise message that informs and sells.
- **A FULL-SERVICE GRAPHIC ARTS STUDIO** that specializes in printed advertising materials and promotional writing. Our experience allows us to create eye-catching concepts to the finished printed piece. We recreate the excitement of short track racing with powerful graphic images and words in printed or digital form.
- A small studio that treats every client with the utmost importance. We have worked with small and large short tracks from coast to coast and almost every track in-between.

■ **MONTHLY RETAINER PROGRAM.** Today's digital media demands effective content. We create it for you—graphics for your website, Facebook, Instagram, X (formerly Twitter), and more—plus e-flyers, weekly point sheets, event banners, event logos, and additional items, all for one reasonable monthly fee. Retainer clients receive discounts on printed products. Tell us your needs for an affordable quote.

With a **UNIQUE PRICING CONCEPT**, we include all artwork, design, printing and shipping costs in the final price for printed products. For more information on all the products we sell or any other product offered by Simes Graphic Designs, please call 701-426-4633 or e-mail: info@simesgraphicdesigns.com.

Sincerely,

JAY SIMES

Jay Simes

RETAINERS FOR BUSY RACE PROMOTERS

Running a successful short-track racing operation means your time is priceless. As a promoter, you wear many hats—handling event planning, race operations, marketing, concessions, payroll, advertising, and more. With so much on your plate, some tasks inevitably slip through the cracks and don't get the attention they deserve.

Our monthly retainer takes the load off by delivering fresh, high-quality marketing materials tailored to the relentless demands of your social media platforms.

WHAT WE DELIVER

Simes Graphic Designs creates:

- Sponsor—ready marketing materials to sell your speedway to potential partners.
- Engaging web and social media content for platforms like your website, Facebook, Instagram, and beyond.
- Professional print—ready assets including schedules, posters, programs, sell sheets, web banners, logos, signage, tickets, and other promotional materials.

THE SOCIAL MEDIA CHALLENGE

Every day, millions of posts compete for attention. Your content must cut through the noise to get noticed—whether you're a small local track or a major venue, you're fighting for the same clicks. It's overwhelming, especially when each platform has unique posting requirements.

WHY CHOOSE SIMES?

We've been crafting winning graphic designs for race promoters for over 30 years. What used to be a simple printed poster is now a multi-channel campaign. We bring:

- Deep experience in short-track racing.
- Creative expertise to produce materials race fans respond to—logos, banners, web graphics, and more.

LET US HANDLE THE REST

It's easy to deprioritize social media when other parts of the business demand your focus. But fresh content is essential to:

- Attract new fans.
- Keep your hardcore supporters engaged with what's happening at the track.

With our retainer, you get high-quality artwork and designs on a timeline that meets the fast-paced needs of weekly posts—without the exhaustion.

RETAINER DETAILS & TERMS

Contract Length: 6 Months or 12 Months.

Monthly Fee: Customized to your needs.

Timeline: A reasonable completion window for each project will be mutually agreed upon based on scope and urgency.

CUT THROUGH THE CLUTTER. FOCUS ON RUNNING YOUR RACE.

LET SIMES GRAPHIC DESIGNS HANDLE YOUR MARKETING.

CONTACT US TODAY TO CUSTOMIZE YOUR RETAINER AND GET STARTED.

BROCHURES AND CARDS

MINI & POCKET SCHEDULES



Brochures are used in businesses every day. This versatile promotional document can introduce your speedway, its events, or sponsorship opportunities. When meeting with potential customers, a brochure serves as an excellent introductory tool.

PRINTED IN FULL COLOR ON GLOSS PAPER AND FOLDED TO SIZE.
SHIPPING PRINT TIME 5-7 DAYS AFTER ARTWORK APPROVAL.

BROCHURES PRICING

STANDARD SIZE – 8.5 X 11 INCHES

QUANTITIES AVAILABLE

500, 1,000, 2,500, 5,000, 10,000, 15,000
& 20,000 PRICE INCLUDES ART & PRINTING

SMALLER AND LARGER QUANTITIES AVAILABLE.

WE ALSO OFFER ADDITIONAL SIZES
8.5 X 14 INCHES (LEGAL SIZE)
AND 11 X 17 INCHES (TABLOID SIZE).

SEASON & GUEST PASSES, MEMBERSHIP & VIP CARDS

Our premium cards are printed on thick 24pt card stock with a luxurious high-gloss coating. Enjoy custom sizes, vibrant full-color printing on both sides, and endless uses. Numbering and variable data are included in the price!

PRINT TIME 5-7 DAYS FOR
AFTER ARTWORK APPROVAL

ART, PRINTING AND
SHIPPING INCLUDED
IN PRICES!

SCAN FOR PRICE BOOK



Mini-schedules and pocket schedules are an effective point-of-purchase item that can be put on store counters and at sponsor locations. Pocket schedules fold open and can hold a complete schedule, plus sponsor logos, special event dates, etc. The schedule fits into a wallet, pocket or purse. Your regular fans will love it and your new fans will use it. Sell it as a promotion to a sponsor!

PRINTED IN FULL COLOR ON GLOSS PAPER AND
FOLDED TO SIZE. SHIPPING PRINT TIME 5-7 DAYS
AFTER ARTWORK APPROVAL.

SCAN FOR PRICE BOOK



POCKET SCHEDULE

SIZE: 3.5 X 10 INCHES
DOUBLE PARALLEL
FOLDED TO 2.5 X 3.5
TO CREATE 8 TOTAL PANELS

MINI SCHEDULE

2.5 X 3.5 INCHES
(SAME SIZE AS A BASEBALL CARD)
PRINTED ON HEAVY CARD STOCK

LARGE MINI SCHEDULE

8.0 X 2.5 INCHES
(SAME SIZE AS A BOOKMARK)
PRINTED ON HEAVY CARD STOCK

QUANTITIES AVAILABLE

250, 500, 1,000, 2,500, 5,000, 10,000,
15,000 & 20,000 PRICE

POINT-OF-SALE BOXES FOR SHORT TRACK RACING!

Point-of-sale box that will work with all your mini and pocket schedules, brochures, rack cards and business card-sized pieces. These boxes are great for point-of-sale locations at your sponsors or any business that will accept your promotional material.

2-INCH-WIDE BOX
FITS BUSINESS CARD SIZES

2.5-INCH-WIDE BOX
FITS MINI & POCKET SCHEDULE CARD SIZES

COUNT	WITH PRODUCT	WITHOUT PRODUCT
1-100 boxes.....	*\$1.30 ea.....	*\$1.75 ea.
Over 100 boxes.....	*\$1.15 ea.....	*\$1.35 ea.

*SHIPPING NOT INCLUDED IN PRICE



4-INCH-WIDE BOX (LIMITED SUPPLY)

MAJOR SPORTING
TEAMS USE
POINT-OF-SALES
BOXES ALL THE TIME
TO PROMOTE, YOU
CAN DO THE SAME
WITH A POINT OF
SALE BOX THAT
IS DESIGNED TO
PROMOTE RACING.

FLYERS, POSTERS & TICKETS

Still one of the best ways to attract attention, a powerful poster is great for store windows, restaurants, and other visible locations. We will custom design the perfect poster/flyer for you to promote your race track or upcoming event.

PRINTED IN FULL COLOR
ON GLOSS PAPER

SHIPPING PRINT TIME 2-4 DAYS
AFTER ARTWORK APPROVAL.

SMALL EVENT FLYER

8.5 X 5.5 INCHES
AVAILABLE W/PRINTING BOTH SIDES

SEASON & EVENT FLYER

8.5 X 11 INCHES (LETTER SIZE)
AVAILABLE W/PRINTING BOTH SIDES

SEASON & EVENT POSTER PRICING

11 X 17 INCHES
FULL COLOR ONE SIDE

QUANTITIES AVAILABLE

50, 100, 250, 500, 1,000, 2,500,
5,000, 10,000, 15,000 & 20,000
PRICE INCLUDES ART & PRINTING
AVAILABLE W/PRINTING
BOTH SIDES

TICKETS WITH STUB

All tickets are custom quoted and are available with or without a stub. They also can be numbered in one or two locations. Call for a quote today! Tickets and free passes printed full color on gloss card stock.

ALL TYPES OF TICKETS SUCH AS COMP AND FREE, RESERVED AND GENERAL ADMISSION.

PRINTED IN FULL COLOR ON GLOSS CARD STOCK.
PRINT TIME 5-7 DAYS AFTER ARTWORK APPROVAL.

STANDARD SIZES

2.125 X 5 INCHES, 2 X 3.5 INCHES,
3 X 6 INCHES, 2 X 3.5 INCHES
STUB/FULL COLOR FRONT & BACK

OTHER SIZES AVAILABLE

RACK CARDS & POSTCARDS

Great for promoting the upcoming season. Rack cards and postcards can be distributed in many locations. Both are an excellent tool for mailing and as handouts at events.

PRINTED IN FULL COLOR ON
GLOSS CARD STOCK.

SHIPPING PRINT TIME 3-5 DAYS
AFTER ARTWORK APPROVAL.

RACK CARDS

4 X 9 INCHES - FULL COLOR TWO SIDE

QUANTITIES AVAILABLE

250, 500, 1,000, 2,500, 5,000, 10,000, 15,000
& 20,000 PRICE INCLUDES ART & PRINTING

POSTCARD SIZES

4 X 6 INCHES - FULL COLOR BOTH SIDES
5 X 7 INCHES - FULL COLOR BOTH SIDES
5.5 X 8.5 INCHES - FULL COLOR BOTH SIDES
6X9 INCHES - FULL COLOR BOTH SIDES

QUANTITIES AVAILABLE

250, 500, 1,000, 2,500, 5,000, 10,000, 15,000
& 20,000 PRICE INCLUDES ART & PRINTING

SCAN FOR PRICE BOOK



CALL FOR PRICE QUOTE



DOES KEEPING IN TOUCH WITH CUSTOMERS THROUGH SOCIAL MEDIA MAKE YOU FEEL LOST IN THE OCEAN?

**CUSTOMERS EXPERIENCES WELL-THOUGHT-OUT SOCIAL
MEDIA CONTENT EVERY DAY AND THEY MAKE DECISIONS
EVERY SECOND ON WHAT CONTENT IS WORTH VIEWING.**

**AS A TRACK OPERATOR YOU NEED
A WELL THOUGHT OUT MESSAGE
THAT WILL INFORM AND SELLS.**

**SIMES GRAPHIC DESIGNS
SPECIALIZES IN MAKING YOUR
SOCIAL MEDIA WORTH READING
IN A CLEAR AND CONCISE MESSAGE
THAT LOOKS LIKE RACING.**



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