



## HOW TO APPLY FOR MEDIA CREDENTIALS AND HARDCARDS

### REGIONAL AND LOCAL MEDIA

Regional and local media members wishing to cover AMA Pro Flat Track events must obtain media credentials from the individual race tracks holding the events. Requests for credentials should be submitted by mail to the track public relations director or credentials coordinator at least two weeks prior to the event. Contact information for each promoter can be found in the AMA Pro Flat Track Media Guide.

### NATIONAL AND INTERNATIONAL MEDIA

AMA Pro Racing offers season-long hard cards **exclusively** to national and international media covering the majority of races, and which meet the criteria listed below. The Media hard cards grant open access to all AMA Pro Flat Track events during the current season. Media hard card holders should still contact each individual event promoter in advance to ensure they have met any additional requirements the promoter may have and to request media center access and parking.

All AMA Pro Racing media hard card requests must be printed on company letterhead and submitted by a sports editor or sports director at least 15 days prior to the first event the applicant would like to attend. Requests should include recent copies of the publication and must state the name(s) of those covering and their specific duties and/or titles (writers/photographers, etc.). Please submit all requests for AMA Pro Racing media hard cards via email to [communications@amaproracing.com](mailto:communications@amaproracing.com) or mail to:

AMA Pro Racing  
Attn: Credential Department  
525 Fentress Blvd., Ste. B  
Daytona Beach, FL 32114

### All Applicants

Accreditation for an AMA Pro Racing Media credential is restricted to professional journalists and photographers. Therefore, under no circumstances will media credentials be issued to marketing or commercial representatives of media, advertising or public relations agencies, sponsors, suppliers, teams or additional riders.

No one under 18 will be accredited.

Incomplete requests or requests received after the deadline will not be accepted. AMA Pro Racing reserves the right to accept or decline any requests and decide upon the type of pass issued to each person in accordance with the safety regulations.

If you have any further questions, please contact AMA Pro Racing Communications at [communications@amaproracing.com](mailto:communications@amaproracing.com).

### Print Media

Only publications whose coverage is considered to be of promotional benefit to AMA Pro Racing events, teams and riders will be accredited. This does include lifestyle, economy or consumer publications not intending to publish conventional race reports. Major news and photo agencies are considered print media.

### Coverage

Daily publications and agencies are required to produce wide coverage of the event, with follow-up articles of the whole event. Weekly or monthly publications are required to produce wide coverage of the event, and a significant part of that content must be related to AMA Pro Racing events, teams and/or riders.

### Quality

Only publications with the highest standards of professionalism and accuracy in their reporting may seek accreditation.

### Format

Printed publications do not include digital or online publications and only paper editions can be considered "print media."



## HOW TO APPLY FOR MEDIA CREDENTIALS AND HARDCARDS (CONTINUED)

### Required Documents

All applicants must send the following documents to AMA Pro Racing in order to request accreditation:

- Letter from Chief Editor (written on publication's letterhead) including the applicant's specific assignment **and which races they plan to attend during the 2016 season.**
- Journalists only – samples of stories with journalist's name included in print relating to a previously attended AMA Pro Racing event.
- Photographers only – samples of published photographs with photographer's name included in print relating to a previously attended AMA Pro Racing event.
- Freelance journalists must prove the supply of stories to at least three publications meeting AMA Pro criteria.
- Freelance photographers must prove the supply of photos to at least three publications meeting AMA Pro criteria.

### Electronic Media

Only electronic media whose coverage is considered to be of promotional benefit to AMA Pro Racing events, teams and riders will be accredited.

### Coverage

News websites are required to produce wide coverage of the event, with follow-up articles of the whole event. Blogs will only be accredited if a significant amount of the blog's content is related to AMA Pro Racing events, teams and riders.

### Quality

Only publications with high standards of professionalism and accuracy in their reporting may seek accreditation.

### Required Information

All applicants must send a letter to AMA Pro Racing identifying **which races they plan to attend during the 2016 season**, along with the following documents in order to request accreditation:

- Website Name
- Website URL
- AMA Pro Racing section URL on Website
- Monthly visits
- Monthly Unique Visits
- Monthly Page Views
- Date the site was launched
- Target audience
- Previous AMA Pro Racing coverage on the site: links and material showing coverage
- Site languages
- Country