



PARTS
Magazine



DRAG
Specialties Magazine



PARTS
EUROPE
Magazine

2020 ADVERTISING RATES

PARTS MAGAZINE, DRAG SPECIALTIES MAGAZINE AND PARTS EUROPE MAGAZINE

(4-color ad rates only. No B&W or 2-color ad rates available.)

Revised July 23, 2019

| AD SIZE | 1-Time | 3-Time* | 6-Time* |
|---------------------------------|---------|--|--|
| 2-Page Spread (ad or editorial) | \$4,300 | + one-time additional editorial spread | + additional editorial spread <u>with each insertion</u> |
| Full-Page (ad or editorial) | \$2,500 | + one-time additional editorial page | + additional editorial page <u>with each insertion</u> |
| Half-Page | \$1,300 | + one-time additional 1/2-page editorial | + additional 1/2-page editorial <u>with each insertion</u> |
| Third-Page | \$1,100 | + one-time additional 1/3-page ad | + one-time additional editorial page |
| Quarter-Page | \$750 | + one-time additional 1/4-page ad | + one-time additional editorial page |

*Any mix of space in *Parts Magazine*, *Drag Specialties Magazine* or *Parts Europe Magazine*.

Note that free editorial space earned in the 3-time or 6-time programs may be used only as editorial, not for advertising use.

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|-------------------|---|
| Note: | All rates shown are NET |
| Terms of payment: | Net 30 days |
| Commissionable? | No, pricing is set to Net price after agency commissions |
| Forms of payment: | <ul style="list-style-type: none"> ■ Check ■ Credit card (<i>Visa, Mastercard, AMEX or Discover</i>) ■ Bank Wire Transfer (<i>Our invoices include payment instructions</i>) |

TO ORDER AD AND/OR EDITORIAL SPACE, CONTACT:

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or

Dennis Johnson: 562-305-9223 or email: dennis@emdebooks.com