



2022 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 September 2021

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

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

Note that any earned complimentary editorial may only be redeemed as editorial space, not for advertising use.

| | |
|-------------------|---|
| Terms of payment: | Net 30 days |
| 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>) |
| Commissionable? | No, all rates shown are NET, not commissionable. |

TO ORDER AD AND/OR EDITORIAL SPACE, CONTACT:

Don Emde: 949-632-4668 or email: don@emdebooks.com

or

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