



PARTS
Magazine



DRAG
Specialties
Magazine



PARTS
EUROPE
Magazine

2021 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 2020

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.

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