



PARTS
Magazine



DRAG
Specialties
Magazine

2026 ADVERTISING RATES

PARTS MAGAZINE & DRAG SPECIALTIES MAGAZINE

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

Revised August 2025

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 either *Parts Magazine* or *Drag Specialties Magazine*.

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

All advertising, editorial and video content (where applicable) is subject to review and approval of the staff of Don Emde Inc. and your Parts Unlimited or Drag Specialties buyer

Terms of payment:	Net 30 days
Forms of payment:	<ul style="list-style-type: none">■ ApplePay■ Bank Wire Transfer (Our invoices include payment instructions)■ Check■ Credit card (Visa, Mastercard, AMEX or Discover)

TO ORDER AD AND/OR EDITORIAL SPACE, CONTACT:

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