

Editorial Production Schedule - 2013

Cover Date		Ad Contract Deadline	Artwork Deadline	Magazine Release
January-Feb	Buyer's Guide and New Transmission Technology Plus our Online Buyer's Guide	DEC 17, 2012	DEC 24, 2012	JAN 15, 2013
March	Driveability / Diagnostics and Safety	JAN 21	JAN 28	FEB 23
April	Torque Converter issue and National Car Care Month	MAR 6	MAR 13	APR 4
May-June	Maintenance Add On Service and Accessories	APR 12	APR 22	MAY 16
July	Rebuild Techniques	MAY 31	JUN 7	JUN 28
August	Pre-Show issue ~ ATRA Tech Articles	JUN 28	JUL 9	AUG 5
September	EXPO Show Issue ~ Company Profiles	AUG 1	AUG 12	SEP 6
October-Nov	R & R Tips Installation Issue Las Vegas Industry Week Issue Bonus Circulation!	SEP 12	SEP 23	OCT 15
December	ATRA Tech and Tools Issue	OCT 24	NOV 1	NOV 20

GEARS Package Programs

ATRA Members and 9 time Advertisers only!

Packages include *GEARS* Magazine Cover or Inside Stories, FREE Tip-In Inserts in *GEARS*, ATRA Seminar Book and Powerpoint Presentations at Regional Educational Seminars. Banner Ads on <http://members.atra.com>, ATRA eNewsletter ads both with links to your website and more!

ATRA and *GEARS* Magazine offers this broad range of advertising to provide supplier members access to the entire transmission industry.

Regional Manufacturer & Distributor Advertising Package -

Call for details! Ad Cost to Match Your Market!



2013 Rates & Publication Schedule



Produced and
Published by
ATRA

GEARS Magazine
2400 Latigo Avenue ♦ Oxnard, CA 93030
(805) 604-2000 ♦ Fax (805) 604-2006
www.gearsmagazine.com

ATRA Supplier Membership



- Receive a FREE ¼ page Island ad by Prepaying annual dues
- Exhibit FREE at 28 Regional ATRA Technical Training Seminars
- Discounts on Booth Space at ATRA's Powertrain EXPO, Washington DC, September 19-22, 2013
- Advertise in ATRA Technical Manuals & Rebuild or Diagnostic Books
- FREE Help Wanted ads –Limit 3 Restrictions apply to all of the above

GEARS Shopper Advertisers

FREE COLOR

2 ¼" w X 2" h.....	\$225 Per Issue
2 ¼" w X 3" h.....	\$325
2 ¼" w X 6 ½" h.....	\$625
2 ¼" w X 9 ¼" h.....	\$925

Classified ads – 50 words or less.....\$95

2013 FOUR-COLOR Print Rates

Gross US Dollars

	1 - 4 Issues	6 - 8 Issues	9 Issues
FULL PAGE.....	\$ 3,332	\$ 2,998	\$ 2,832
2/3 PAGE.....	\$ 3,250	\$ 2,925	\$ 2,765
1/2 PAGE.....	\$ 2,660	\$ 2,394	\$ 2,261
1/3 PAGE.....	\$ 2,192	\$ 1,973	\$ 1,863
1/4 PAGE.....	\$ 1,685	\$ 1,517	\$ 1,432

Other Rates in GEARS

Spot color PMS add \$200
 Black & White Only – Discount rate by \$200
 Special Placement Fee 15% surcharge

Company Profile in Buyers Guide & EXPO Issue only
 \$750 Full Page Color

Advertorial - paid advertising editorial - Restrictions Apply*
 \$1800 Per Page Color

Center Spread	\$6200
Inside Front Cover	\$3600
Inside Back Cover	\$3300
Outside Back Cover	\$4000

Cover rates include 4 color process and premium position cost.
 Nine (9) time advertisers only!
 Cover Story – Four Editorial Pages &
 Front Cover Design - \$7200

Inserts – Catalogs – CD inserts – Advertising Flyers
 Preprinted by Advertiser – Quantity required 18,500
 Rates Are Custom Quoted and very competitive!

Mechanical Requirements

DIGITAL FILES:

Postscript/PDF Postscript and PDF files can be generated from almost any desktop application on Mac or PC platforms. Make sure your Acrobat Distiller is set for high resolution output (300ppi) and in your Distiller Job Options, select "press." Remember to embed all fonts. If your file bleeds off the page, be sure to set the file to bleed with trim marks.

www.gearsmagazine.com

Ad Sizes

ADVERTISEMENT DIMENSIONS	Width (inches)	Height (inches)
Full Page (trim size)	8-1/8 (8.125)	10-7/8 (10.875)
(bleed size)	8-3/8 (8.375)	11-1/8 (11.125)
(image size)	7-5/8 (7.625)	10-3/8 (10.375)
2/3 Page Column	4-3/4 (4.75)	9-7/8 (9.875)
1/2 Page Horizontal	7-1/4 (7.25)	5
1/2 Page Island	4-3/4 (4.75)	7
1/3 Page Island	4-3/4 (4.75)	4-3/4 (4.75)
1/3 Page Column	2-1/4 (2.25)	9-7/8 (9.875)
1/3 Page Horizontal	7-1/4 (7.25)	3-3/8 (3.375)
1/4 Page Island	3-1/2 (3.5)	4-3/4 (4.75)
1/4 Page Horizontal	7-1/4 (7.25)	2-1/2 (2.5)

Advertising Policies

Cancellations are not accepted after the ad contract deadline date of any issue.

Terms

Net 30 days from the date of invoice. U.S. funds. Open accounts are accepted upon credit approval.

Production Charges

GEARS can provide custom production ad work for advertisers. Customer advertising production will be billed at \$140.00 per hour and invoiced separately.

Advertising Responsibility

Advertisers and advertising agencies assume full liability for all content of advertisements printed and also assume full responsibility for any claims arising therefrom against the publisher. The publisher reserves the unqualified right to reject any advertising copy as it deems appropriate, with or without cause.

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