

# Editorial Production Schedule - 2012

| Cover Date  |  | Ad Contract Deadline | Artwork Deadline | Magazine Release |
|-------------|--|----------------------|------------------|------------------|
| January-Feb | Buyer's Guide and New Transmission Technology<br>Plus our Online Buyer's Guide | DEC 17, 2011         | DEC 24, 2011     | JAN 14, 2012     |
| March       | Driveability / Diagnostics and Safety  | JAN 20               | JAN 27           | FEB 23           |
| April       | Torque Converter issue and National Car Care Month                             | FEB 25               | MAR 4            | MAR 30           |
| May-June    | Cooling Systems  | APR 13               | APR 20           | MAY 16           |
| July        | Rebuild Techniques   | MAY 31               | JUN 1            | JUN 23           |
| August      | Maintenance Add On Service and Accessories                                     | JUN 28               | JUL 5            | JUL 27           |
| September   | Pre-Show issue ~ ATRA Tech Articles ~ R&R Tips                                 | JUL 26               | AUG 2            | AUG 23           |
| October-Nov | EXPO Show Issue ~ Company Profiles   | SEP 12               | SEP 21           | OCT 15           |
| December    | Tools Issue ~ ATRA Tech  | OCT 26               | NOV 2            | NOV 23           |

## 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!



# 2012 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](http://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, Las Vegas, Nevada, October 25-29, 2012
- 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**

## 2012 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](http://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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| <b>Frank Pasley,</b> Advertising Sales<br>Marketing – Advertising concepts | (805) 604-2023<br>fpasley@atra.com |
| <b>Jeanette Troub,</b><br>Senior Designer                                  | (805) 604-2016<br>jtroub@atra.com  |