



2019 RATES & PUBLICATION SCHEDULE

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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.



Produced and Published
by ATRA

GEARS Magazine
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www.gearsmagazine.com

Editorial Production Schedule - 2019

COVER DATE		AD CONTRACT DEADLINE	ARTWORK DEADLINE	MAGAZINE RELEASE
JANUARY-FEB.	Annual Buyer's Guide	DEC 14, 2018	DEC 21, 2018	JAN 12, 2019
MARCH	Torque Converter Issue	FEB 8	FEB 15	MAR 9
APRIL	Trucks / 4X4	MAR 8	MAR 15	APR 10
MAY	Performance	APR 5	APR 12	MAY 4
JUNE	Shop Equipment / Tools	MAY 10	MAY 17	JUN 8
JULY	Business Management Issue	JUN 7	JUN 14	JUL 8
AUGUST	CVT / Hybrids	JUL 5	JUL 12	AUG 3
SEPTEMBER	Pre Show Issue	AUG 2	AUG 9	SEP 7
OCTOBER-NOV.	Show Floor Issue	SEP 6	SEP 13	OCT 19
DECEMBER	Diagnostics	NOV 8	NOV 15	DEC 7

GEARS Package Programs

ATRA Members and 10 time Advertisers only!

Put the Power of GEARS, ATRA and Expo to work for your organization with our Package Programs designed for optimum access to the industry at discounted rates.

GEARS has a package and program to fit any budget: **Platinum Plus**, ****Platinum**, ****Diamond**, ****Gold** Complete details and pricing at www.gearsmagazine.com/advertising/packages.aspx

FOUR-COLOR Print Rates Gross US Dollars

	1 – 4 Issues	5 – 9 Issues	10 Issues
FULL PAGE	\$ 3,730	\$ 3,367	\$ 3,182
2/3 PAGE	\$ 3,477	\$ 3,130	\$ 2,959
1/2 PAGE	\$ 2,846	\$ 2,562	\$ 2,419
1/3 PAGE	\$ 2,345	\$ 2,111	\$ 1,993
1/4 PAGE	\$ 1,803	\$ 1,623	\$ 1,532

Shopper Ads (per issue)

2 1/4" wide X 3" high	\$350
2 1/4" wide X 6.125" high	\$675
2 1/4" wide X 9.25" high	\$990

Classified Ads – 50 words or less \$95

GEARS Circulation

GEARS is distributed to 19,050 transmission professionals worldwide 10 times per calendar year. Bonus circulation copies are sent to automotive tradeshow and events throughout the year.

Ad Sizes

AD SIZE	WIDTH (INCHES)	HEIGHT (INCHES)		AD SIZE	WIDTH (INCHES)	HEIGHT (INCHES)
Full Page (trim size)	8.125"	10.875"		1/3 Page Island	4.75"	4.75"
(bleed size)	8.375"	11.125"		1/3 Page Column	2.25"	9.875"
(image size)	7.625"	10.375"		1/3 Page Horizontal	7.25"	3.375"
2/3 Page Column	4.75"	9.875"		1/4 Page Island	3.5"	4.75"
1/2 Page Horizontal	7.25"	5"		1/4 Page Horizontal	7.25"	2.5"
1/2 Page Island	4.75"	7"				

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.

Other Rates in GEARS

Center Spread	\$6,950
Inside Front Cover	\$3,975
Inside Back Cover	\$3,640
Outside Back Cover	\$4,400

Company Profile \$800 Full Page Color
in Buyers Guide & EXPO Issue only

Advertorial \$1,900 Per Page Color
Paid advertising editorial - Restrictions Apply*

Cover rates include 4 color process and premium position cost.

Ten (10) time advertisers only!
Cover Story – Four Editorial Pages &
Front Cover Design \$7,550

Spot Color PMS add \$200

Special Placement Fee 15% surcharge

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