

# engine professional



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Dear Aftermarket Professional,

**Engine Professional** magazine invites you to capitalize on the fastest growing hardcore engine professional publication in the aftermarket. We are now entering our fourth full year of quarterly publication and are very proud of our great reviews from advertisers and readers alike. Bringing real value to our industry is of great importance to this publisher and should be a priority of yours when making marketing decisions for your company.

You deserve exposure to professional customers who are looking for your products and services, you deserve response for your advertising dollars, and you deserve these things with VALUE. Because **Engine Professional** features application driven, detailed, in-depth articles that uncover professional information, our readership can't wait to receive each issue. In fact, our readers hold onto this publication for reference bringing your ads the extra exposure you deserve and giving your advertising dollars the value your company deserves.

New for 2012, EVERY issue of **Engine Professional** will feature articles based on these editorial sections:

- Speed Read (performance engines)
- Diesel Dynamics (diesel engines)
- Specialty Engines (restoration, marine, motorcycle, powersports/small engines)
- Industrial Engines
- Engine Machining Practices
- Modern Machine Shop Management

Our publication has grown in page count and we are committed to bring engine professionals the information they need to succeed. Covering more segments of the market in every issue will benefit all.

We sincerely thank all of you who helped make 2011 a very successful year for **Engine Professional** magazine and hope you continue to capitalize on the value we offer. In addition to our established advertisers, we invite new advertisers to browse through our media kit and start making plans to capitalize on some real value for your 2012 advertising budget. We look forward to hearing from you soon.

Sincerely,

Jim Rickoff  
Managing Editor  
507-457-8975  
jimrickoff@gmail.com

Hal Fowler  
Ad Sales  
404-427-0171  
hal@fowlersales.com

## engine professional magazine

Get your advertising message directly into the shops who are building, rebuilding and installing engines professionally by advertising in **Engine Professional**. Engine professionals worldwide will receive this full-color publication four times per year. Each issue will be filled with highly technical and application-driven articles from our staff of writers, as well as feature contributions from industry professionals.

★ Over 16,000 copies of each issue of **Engine Professional** will be sent out directly to an audited list of engine professionals comprised of engine builders; custom rebuilders; production rebuilders; heavy-duty, marine, industrial, motorcycle, NASCAR, NHRA and sprint car shops.

★ Each issue also benefits from additional distribution at one or more of the major international automotive trade shows including: **Hotrod & Restoration Trade Show** (Indianapolis, IN), **Dealer Expo** (Indianapolis, IN), **Rematech** (Amsterdam, Netherlands), **Automechanika** (Frankfurt, Germany), **PAACE** (Mexico City, Mexico), **RUJAC** (Guadalajara, Mexico), **AAPEX/SEMA** (Las Vegas, NV), **IMIS** (Indianapolis, IN), and **PRI** (Orlando, FL).

**ABOUT THE PUBLISHER:** The Engine Builders Association (AERA) is a network of professional engine builders with the expertise and connections to provide you with technical information and answers you need, when you need it. With a national and international membership that includes members from over 40 countries, AERA has delivered technical information to engine builders for 90 years. AERA provides toll-free technical support from ASE-certified Master Engine Machinists, technical bulletins that you cannot get from any other source, and an engine specification software program called PRO-SIS that offers over 30,000 engine identification numbers and engine specs for over 4500 engines. AERA is the source for engine information.

## 2012 editorial content

Every issue of **Engine Professional** will feature content based on these editorial sections:

- Speed Read** (performance engines)
- Diesel Dynamics** (diesel engines)
- Specialty Engines** (restoration, marine, motorcycle, powersports/small engines)
- Industrial Engines**
- Engine Machining Practices**
- Modern Machine Shop Management**

**Engine Professional** will be featuring articles like:

- CNC Machining
- Parts Cleaning Options for Today's Shops
- Failure Analysis
- Understanding Flow Bench Technology
- Cylinder Head Valve Train Components
- Wet Sump vs. Dry Sump
- Social Networking for Machine Shops
- Marine Engines
- Internally or Externally Balanced Engines
- Alternative Fuels
- Camshaft and Lifter Failures
- Modern Machine Shop Layout
- Dirt Track Racing Engines
- Small Bore Common Rail Diesel Engines
- Big Block Mania
- Converting Diesel to Natural Gas
- Marketing your Shop Services
- Powersport Engine Opportunities
- Stationary Power Plant Engines
- Specialty Crack Repair
- Rotating Assemblies

For more information about **Engine Professional**, go online:

[www.aera.org/ep](http://www.aera.org/ep)

**engine**  
professional

**Q1 Jan-Mar**  
Published  
January 2012

**Q2 Apr-June**  
Published  
April 2012

**Q3 July-Sept**  
Published  
July 2012

**Q4 Oct-Dec**  
Published  
October 2012

## ad rates, specifications and deadlines

Ad size	1X	Member Rate	4X	Member Rate
Full page	\$1720	\$1460	\$1460	\$1240
1/2 page	\$1190	\$1010	\$1010	\$860
1/4 page	\$970	\$825	\$825	\$700
Outside Back Cover	\$3450	\$3450	\$3450	\$3450
Inside Front or Back Cover	\$2480	\$2480	\$2480	\$2480

Ads run full-color at no extra charge.

★ **ABOUT THE MEMBER RATE:** As a membership benefit, AERA members receive an additional 15% discount on regular rates, as listed above. (Premium positions – outside back, inside front, inside back covers – are not discounted.) For details on how to join, visit the AERA website: [www.aera.org](http://www.aera.org).

Issue	Ad reservations due	Ad materials due
Q1 January-March	11/15/2011	12/01/2011
Q2 April-June	02/15/2012	03/01/2012
Q3 July-September	05/15/2012	06/01/2012
Q4 October-December	08/15/2012	09/01/2012

## digital ad production requirements

Printing: 4-color process, 150-line. **Magazine trim size is 8.25" x 10.875"**.

Bleed is only permitted on full pages and cover premium positions (outside back, inside front or inside back). If you are submitting a full page ad with bleed, please remember to keep live matter 1/4" from trim size on all sides!

Electronic files only. All files must be submitted as single page, high resolution **PDF or PDFx1a files**. All fonts must be embedded. Color must be sent in CMYK format. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards.

Publisher is not responsible for correcting or changing ad materials unless instructed in writing by the advertiser or agency prior to ad close date. Publisher will make minor inspection of material, but will assume that materials are fully correct and in accordance with SWOP. Supplied advertising materials that do not meet production requirements will be subject to charges.

**E-mail:** Maria Beyerstedt (AERA Graphic Designer)  
 (files 10MB or less) [mariabeyerstedt@mac.com](mailto:mariabeyerstedt@mac.com)  
 Call Maria at 507-454-1936 if you have any questions.

**FTP server:** <ftp://aera.org>  
 (files 10MB+)  
 username: ads@aera.org  
 password: advertiser  
 NOTE: Please send an e-mail to [mariabeyerstedt@mac.com](mailto:mariabeyerstedt@mac.com) after the file has been successfully uploaded.

**Ad Sales**

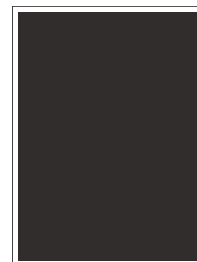
- Hal Fowler 404-427-0171 or e-mail: [hal@fowlersales.com](mailto:hal@fowlersales.com)
- Jim Rickoff 507-457-8975 or e-mail: [jimrickoff@gmail.com](mailto:jimrickoff@gmail.com)

**AERA Office**

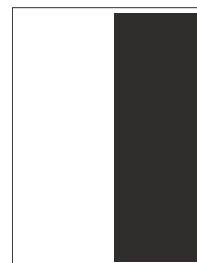
- Payment, circulation and membership information:  
 Call toll-free **888-326-2372** or 815-526-7600  
 Fax toll-free **888-329-2372** or 815-526-7601



Full Page (bleed)  
8.5" x 11.125"



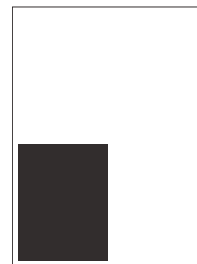
Full Page  
7.75" x 10.375"



1/2 Page Vertical  
3.75" x 10.375"



1/2 Page Horizontal  
7.75" x 4.875"



1/4 Page  
3.75" x 4.875"

2012 advertising contract / insertion order  
engine professional magazine



**1 Ad Size** (check ONE only)

	<b>1x Rate</b>	<b>4x Rate</b>
<input type="checkbox"/> Full page	\$1720 (\$1460)	\$1460 (\$1240)
<input type="checkbox"/> 1/2 page horizontal	\$1190 (\$1010)	\$1010 (\$860)
<input type="checkbox"/> 1/2 page vertical	\$1190 (\$1010)	\$1010 (\$860)
<input type="checkbox"/> 1/4 page	\$970 (\$825)	\$825 (\$700)
<input type="checkbox"/> Outside Back Cover	\$3450 (\$3450)	\$3450 (\$3450)
<input type="checkbox"/> Inside Front Cover	\$2480 (\$2480)	\$2480 (\$2480)
<input type="checkbox"/> Inside Back Cover	\$2480 (\$2480)	\$2480 (\$2480)

**All ads run full color at no extra charge.** As a membership benefit, AERA members receive an additional 15% discount on regular rates. **Member rates are listed above in parentheses next to regular rates.** Premium positions – outside back, inside front, inside back covers – are not discounted. For details on how to join, visit [www.aera.org](http://www.aera.org).

**2 Insertion Dates**

- January-March** • Materials due Dec. 1, 2011
- April-June** • Materials due Mar. 1, 2012
- July-September** • Materials due June 1, 2012
- October-December** • Materials due Sept. 1, 2012

For multiple insertions\*:

- Same artwork  Different artwork

\*For multiple insertion orders of different artwork in different issues, you can submit the copy for subsequent insertions after the original order, but remember that deadline for receipt of all artwork is one month before publication issue date! If we do not receive your new insertion artwork before its deadline, we will reuse the artwork from the previous insertion.

**3 Authorized Signature** (required)

By returning this contract, the advertiser agrees to all terms and conditions therein.

**4 Price and Payment**

Rate \$ \_\_\_\_\_ x # of insertions \_\_\_\_\_ = Total \$ \_\_\_\_\_

Check # \_\_\_\_\_

Visa  MasterCard  American Express

□□□□ □□□□ □□□□ □□□□

Expiration Date (MM/YY) \_\_\_\_\_ / \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**5 Artwork Specifications**

Electronic files only. Macintosh – CD or DVD. All files must be submitted as single page, high resolution **PDF or PDFx1a files**. All fonts must be embedded. Color must be sent in CMYK format. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. (See media kit for full specifications. Files not submitted to specifications and/or requiring troubleshooting will incur alterations fees.)

**Artwork materials will not be returned.**

**6 Contact Information**

Advertisement for: \_\_\_\_\_

Name: \_\_\_\_\_

AERA ID #: \_\_\_\_\_  Not an AERA member.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Artwork to be provided by:**

- Same as Advertiser (above) OR

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Fax toll-free 1-888-329-2372**

Or, mail with your payment to:

**Engine Professional Magazine / AERA**  
500 Coventry Lane, Suite 180  
Crystal Lake, IL 60014 U.S.A.

Questions? Call AERA toll-free 888-326-2372 or 815-526-7600.

**E-mail advertising materials to:**

**[mariabeyerstedt@mac.com](mailto:mariabeyerstedt@mac.com)**

Maria Beyerstedt • phone: 507-454-1936

NOTE: FTP server available for files larger than 10MB, see media kit for more information.

## 2012 advertising contract / insertion order **engine professional magazine**

### Terms and Conditions

#### **Invoices, Credit & Conditions**

Our invoices are NET 30 days on approved credit for all services; 1.5% per month service charge thereafter. VISA, MasterCard, and American Express cards accepted. Publisher reserves the right to cancel all signed insertion order agreements if payments are not paid on time. Payments received will be credited to the oldest outstanding balance. New advertisers and agencies must prepay their first insertion and submit credit application. Extension of credit is subject to approval of our Credit Department. Advertisers originating outside of the U.S. and Canada must prepay in NET U.S. dollars. Frequency rate is determined by number of insertions used or contracted in advance during a **four-issue period in 2012**. Advertisers will be charged the higher rate if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they earned a higher frequency discount from which they have been billed.

#### **Closing Dates, Cancellations and Agencies**

Published quarterly. Space reservations and complete art due at date specified by publisher. Artwork must be received on or before due date, or advertiser will incur a late fee of \$100. Cost incurred by the publisher for production work on advertisements will be charged to the advertiser. When change of copy is not received by the closing date, copy run in the most recent issue will be inserted. All oral instructions regarding contracts or insertions must be confirmed in writing.

Advertisement cancellations cannot be accepted after applicable closing dates. Cancellation of any portion of a contract voids all rate and position protection. Cancellation must be in writing and received 10 weeks prior to applicable cover date.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position and production service charges incurred by either. Insertion orders placed by an agency represent acceptance of all terms and conditions in this contract. AERA and Engine Professional are not bound by conditions appearing on order forms or instructions from any agency or advertiser that conflict with the terms listed herein. The Publisher will accept no verbal instructions of any kind—all requests must be in writing, including ad cancellations. Written insertion orders, schedules and instructions are NOT binding until fully accepted and approved by Publisher. This includes any and all written quotes offered by Sales Representatives, authorized independent contractors and other Engine Professional employees.

#### **Advertising Responsibility**

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from against the publisher. The Publisher reserves the right to reject any advertising considered unsuitable for publication.



**AERA / Engine Professional Magazine**

500 Coventry Lane, Suite 180 , Crystal Lake, IL 60014 U.S.A.

Toll-free 888-326-2372 or 815-526-7600

**[www.aera.org/ep](http://www.aera.org/ep)**