HIGHLY TECHNICAL, APPLICATION-DRIVEN CONTENT
Uncovering critical information and sharing the knowledge with engine professionals worldwide.
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 over 90 years. AERA provides toll-free technical support from certified Master Engine Machinists, technical bulletins that you cannot get from any other source, and engine specification software called PROSIS PRO that offers over 30,000 engine identification numbers and engine specs for over 4500 engines. AERA is the source for engine information.
Dear Aftermarket Professional,

AERA and Engine Professional magazine invites you to take advantage of the value that the fastest growing, hardcore engine professional publication and the world’s leading engine technical association has to offer in reaching engine professionals worldwide. We are very proud of our great reviews from advertisers and readers alike. Bringing technical information and advertising value to our industry remains our main focus because we know it’s a priority of yours.

You deserve exposure to professionals who are looking for your products and services... you deserve response for your advertising dollars... 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 these publications for reference, bringing your ads extra exposure, giving your advertising dollars maximum value. We mail over 14,000 copies of EP each quarter to an audited list of Engine Professionals worldwide. Also, our magazine is archived on our website in a flip book format that allows years of exposure to your ads!

Now, in 2019 we are offering even more ways to reach the hardcore engine professionals that AERA and Engine Professional magazine attract. New opportunities include:

- **Banner Ads on both the AERA and Engine Professional Websites.** We have banner ads to fit all budgets on both websites. Our AERA website collects over 11,500 page views per week. Page views is defined as someone who has viewed an entire page including all text and images.

- **Banner ads on PROSIS PRO** which is an online engine specification software that AERA members use. These users purchase over a half a billion dollars in internal engine parts each year! What a great opportunity to link your parts lookup page directly to buyers who are in need of parts! You can use different URL’s which allows you direct buyers to the specific landing page desired. This new opportunity is way cool and very targeted.

- **Banner Ads on our weekly Tech Bulletin e-Blasts.** Each week we send out a technical e-blast which includes several new technical bulletins to a list of over 10,000 engine professionals.

- **Marketplace Business Card Ads** are our most economical way to advertise in Engine Professional and often allow you to test the waters so to speak.

We would like to thank everyone who helped make 2018 a huge success for Engine Professional magazine and hope you continue to capitalize on the value we offer. Please review our **2019 Ad Contract Special Offer** included with this mailing and take advantage of this unbeatable value! If you haven’t advertised with us yet, we hope you give us a try this year and let us put some real value into your advertising budget. We are proud to be labeled “The Source for Information” and proud to be able to offer you the value you deserve.

We look forward to hearing from you soon!

Sincerely,

Jim Rickoff
AERA President
815-526-7343
jim@aera.org

Ron McMorris
Ad Sales
604-644-2578
ron@aera.org
engine professional magazine

Get your advertising message directly into the shops who are building, rebuilding and installing engines professionally by advertising in *Engine Professional* magazine. 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 14,000 copies of each issue will be sent 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 four or more of the major international automotive trade shows including: ReMaTec (Amsterdam, Netherlands); Automechanika Frankfurt (Frankfurt, Germany); Automechanika Chicago (Chicago, IL); PAACE-Automechanika (Mexico City, Mexico); RUJAC (Guadalajara, Mexico); NACAT (Detroit, MI); AIMExpo (Columbus, Ohio); Big R Show (Las Vegas, NV); AAPEX and SEMA (Las Vegas, NV); and PRI (Indianapolis, IN) — as well as all AERA Tech & Skills Regional Conferences held throughout the United States.

2019 editorial content

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

- Performance Engines
- Diesel Engines
- Specialty Engines (restoration, marine, motorcycle, powersports/small engines)
- Industrial Engines
- Engine Machining Practices (including late model automotive engines)
- Modern Machine Shop Management

About two weeks before ad deadline, we will email all advertisers an “Ad Deadline Reminder” that will also feature a list of editorial for that issue.
ad rates, specifications and deadlines

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1X Member Rate</th>
<th>4X Member Rate</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$1990</td>
<td>$1440</td>
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<tr>
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<tr>
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<tr>
<td>Inside Front or Back Cover</td>
<td>$2490</td>
<td>$2490</td>
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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 AERA, go to: www.aera.org.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad reservations due</th>
<th>Ad materials due</th>
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</thead>
<tbody>
<tr>
<td>Q1 January-March</td>
<td>11/15/2018</td>
<td>12/01/2018</td>
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<td>Q2 April-June</td>
<td>02/15/2019</td>
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<td>Q3 July-September</td>
<td>05/15/2019</td>
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<td>Q4 October-December</td>
<td>08/15/2019</td>
<td>09/01/2019</td>
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MARKETPLACE BUSINESS CARD ADS
For AERA members only. Advertise your business card in this special section at the back of the magazine. 1x rate is $230 and 4x rate is $200. Full color at no extra charge.
• Download the Marketplace Ad Form at www.engineprofessional.com/advertise.

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 a single page, high resolution PDF file. 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
(files 10MB or less)
Maria Beyerstedt (AERA Creative Director/Designer)
maria@aera.org

FTP server:
(files 10MB+)
ftp.aera.org
username: aera_ads
password: ads4aera
NOTE: Please send an e-mail to maria@aera.org after the file has been successfully uploaded.
Premium* Supersize Rotating Banner Ad (888 x 258) — Premium position, large 888 x 258 size with link to URL, front and center at the top of the AERA.org home page. Rotates on timer (not page refresh). PNG, JPG or GIF (static image only, no animation) $1000/month

Premium* Banner Ad (440 x 150) — Only 2 spots available! Non-rotating, near the top of the page, 440 x 150 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) $600/month

Sidebar Ad (200 x 250) — Non-rotating ad positioned on the right hand sidebar of the AERA.org home page. 200 x 250 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) $400/month

*NOTE: “Premium” ads on AERA.org and EngineProfessional.com are available exclusively to AERA members who are 4-time, contracted advertisers in Engine Professional magazine.

Rotating Logo Ads (160 x 110)

Rotating Logo Ads on AERA.org, EngineProfessional.com and Weekly Tech Bulletin eBlasts

ONE file @ 160 x 110 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL. Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins. $200/month
Over 5,000 page views per week which means someone has viewed an entire page, including all text and images.

**Premium Rotating Banner Ad (440 x 150)** — Premium position at the top of the EngineProfessional.com home page. Rotates on page refresh. 440 x 150 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) $500/month

**Sidebar Ad (200 x 250)** — Non-rotating ad positioned on the right hand sidebar of the EngineProfessional.com home page. 200 x 250 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) $300/month

*NOTE:* “Premium” ads on AERA.org and EngineProfessional.com are available exclusively to AERA members who are 4-time, contracted advertisers in Engine Professional magazine.

**Rotating Logo Ads (160 x 110)**

Rotating Logo Ads on AERA.org, EngineProfessional.com and Weekly Tech Bulletin eBlasts

ONE file @ 160 x 110 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL. Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins. $200/month
Weekly Tech Bulletin eBlast  
Banner Ads (560 x 112)  

Banners will rotate positions every week on our widely read Weekly Tech Bulletins.  
560 x 112 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.  
Sent every week to a list of over 8,000 names. $400/month

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**AERA Customized Email Marketing Campaigns**  
Let AERA help you with your email marketing campaign! We can design and mail a customized message to our mailing list with your branding and message. **Please Note:** This special service is only available to AERA members who are 4-time contracted advertisers in Engine Professional magazine. **Call to inquire about pricing.**
PROSIS PRO Advertising

Advertising on the PROSIS PRO online software can link you directly with shops that currently purchase over a half billion dollars in internal engine parts annually. These users are looking up engine and parts specifications daily to machine engine components. What a great opportunity to link your parts lookup page directly to buyers who are in need of parts! Your banner ad on the Dashboard and Parts Page can have different URLs. This allows you to direct buyers to the specific landing page desired. You may want them to land on your home page if connected from the Dashboard. In addition, if they connect from a parts page, we can link them directly to a specific parts section of your site by manufacturer. Now that is target marketing at its finest!

PLEASE NOTE: Advertisers on PROSIS PRO must be AERA members who are 4-time contracted advertisers in Engine Professional magazine.

PROSIS PRO Rotating Banner Ad (325 x 150)

Ad on both Dashboard Page and Parts Page. Links to URL, can have different URL on Dashboard and Parts Page. Rotates on page refresh. 325 x 150 pixels. PNG, JPG or GIF (static image only, no animation) $500/month
Uncovering critical information and sharing the knowledge with engine professionals worldwide.