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. This time-saving software gives you access to engine specs for over 10,000 engines from over 190 manufacturers, covering a wide variety of applications.

AERA is the source for engine information.
Dear Aftermarket Professional,

AERA and Engine Professional invite 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 each quarter to an audited list of engine professionals worldwide. Also, our magazine is archived on our website in a flipbook format that allows years of exposure to your ads!

Again, in 2020, we are offering even more ways to reach the hardcore engine professionals that AERA and Engine Professional attract. These opportunities include:

- **Banner ads on AERA.org and EngineProfessional.com** — We have banner ads to fit all budgets on both websites. AERA.org collects over 11,500 page views per week!

- **Banner ads on ProsisPro.com** — Our online engine specification software available to AERA members only. 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 URLs which allows you direct buyers to the specific landing page desired.

- **Banner Ads on our weekly Tech Bulletin e-Blasts** — Each week we send out a technical e-blast which includes new technical bulletins to a list of over 8,000 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 2019 a huge success for Engine Professional and hope you continue to capitalize on the value we offer. Please review our 2020 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 “The Source for Information” and even more proud 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
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); APEX and SEMA (Las Vegas, NV); and PRI (Indianapolis, IN) — as well as all AERA Tech & Skills Regional Conferences held throughout the United States.

**2020 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>
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<th>Ad size</th>
<th>1X Member Rate</th>
<th>4X Member Rate</th>
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<tr>
<td>Inside Front or Back Cover</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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<tr>
<td>Q1 January-March</td>
<td>11/15/2019</td>
<td>12/01/2019</td>
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<td>Q2 April-June</td>
<td>02/15/2020</td>
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<td>Q3 July-September</td>
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<td>06/01/2020</td>
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<tr>
<td>Q4 October-December</td>
<td>08/15/2020</td>
<td>09/01/2020</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

**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

*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.
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

Piston & Rod Orientation
Including a discussion of major and minor thrust

BY MIKE MAVROGIAN

When it comes time to install pistons and connecting rods, orientation of the two components relative to each other and relative to the block can sometimes lead new builders to wonder about direction. This brief article should help.

WHAT DIRECTION DO THE ROADS GET INSTALLED TO THE PISTONS?

If the big end of the connecting rod features a larger chamfer on one side, this side must be installed facing the crankshaft's journal radius fillet. If the rods are designed for use on a crank that does not feature a radiused fillet, the rods may not feature a large chamfer on one side. Rod orientation can then be obtained by orienting rod with its bearing tang grooves biased toward the pan rail (outside) or cam side (inside). For example, SBC and BBC bearings tangs are positioned toward the outside (toward the pan rails). Other designs may specify that the tangs are located to the inside. This isn’t an issue of the bearings themselves but merely serve to provide a reference for rod orientation. If there is no noticeable chamfer on either side of the rod big end, the bearing placement on the side of the rod that faces the fillet should be slightly spaced away from the fillet to prevent the bearing from digging into the fillet radius.

Read more

PARTS FOR POWER. Your TOTAL Performance HQ

Not an AERA member? Join today!

Become an AERA member today and start enjoying the benefits of one of the oldest and most respected technical organizations in the world. You'll have full access to a wealth of information, knowledge and training... plus much more! Learn more

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
Advertising Sales
Ron McMorris 604-644-2578 ron@aera.org
Jim Rickoff 815-526-7343 jim@aera.org

Circulation
Amanda Harmening 815-526-7344 amanda@aera.org

Payment & Membership
Karen Tendering 815-526-7346 karen@aera.org

Please send ad artwork to

E-mail: maria@aera.org
(files 10MB or less)

FTP server: 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.)

HIGHLY TECHNICAL. APPLICATION-DRIVEN.
Uncovering critical information and sharing the knowledge with engine professionals worldwide.