

2008 Products/Services and Recruitment Advertising Rates – Print & Web

Rates Effective – October 22, 2007

Total Qualified Circulation: 41,865
Source: BPA Statement June 2006

Aftermarket Business serves headquarters/regional offices of automotive parts & accessory retailing establishments, automotive warehouse distributors, mass merchandisers (discount, department, general merchandise, hardware/home center, drug & supermarket), automotive performance retailers/distributors, automotive program distribution groups, specialty service chains, mail order/catalog houses & US Armed Services exchanges and manufacturer's representatives. Also served are automotive jobber, wholesale & retail parts & accessory outlets & high performance/sport compact/tuner stores.

Qualified recipients are owners, presidents, owners, VPs, headquarter managers & other corporate executives; VPs of merchandising, merchandise managers, buyers, assistant buyers at retail headquarters, regional offices &/or outlets. Also qualified are dept. managers, store managers, service managers; counterpersons & other titled & non-titled personnel in the field.

MARKET SHOWCASE AD

Per Column Inch (1 Column = 2-1/4") Minimum 1"

Frequency	Black & White	2-Color	4-Color
12X	\$194	\$236	\$254
9X	\$208	\$250	\$268
6X	\$221	\$263	\$281
3X	\$258	\$300	\$318
1X	\$291	\$333	\$351
The below per word rates apply to Recruitment or Business For Sale only.		Blind Box	\$54
Per Word	\$4.00		
Cap/Bold	\$4.00		
Minimum Charge	\$114		

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice. For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$250 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

** Tentative Dates*

Mail Dates

January
 February
 March
 April
 May
 June

Closing Dates

Mail Dates

July
 August
 September
 October
 November
 December

Closing Dates

DIGITAL AD SPECS: For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

TERMS & CONDITIONS: Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

John McCulley

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