

Rates Effective – October 22, 2007

**Total Qualified Circulation: 17,500**  
**Source: BPA Statement June 2006**

**Dealernews** serves retailers, wholesalers, distributors, manufacturers' reps, manufacturers & dealers, retailers of motorcycles, motorscooters, mopeds, ATVs personal watercraft, snowmobiles, parts & accessories & service & salvage shops.

Qualified recipients are owners, partners, presidents, VPs, managers, sales rep, road rep, accessories manager, service writer & other titled & non-titled personnel.

**MARKET SHOWCASE AD**

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

Frequency	Black & White	2-Color	4-Color
12X	\$215	\$257	\$275
9X	\$238	\$280	\$298
8X	\$247	\$289	\$307
6X	\$256	\$298	\$316
4X	\$271	\$313	\$331
3X	\$278	\$320	\$338
1X	\$288	\$330	\$348
<b>Blind Box</b>	\$44		

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

**Mail Dates**

January  
February  
March  
April  
May  
June

**Closing Dates\***

**Mail Dates**

July  
August  
September  
October  
November  
December

**Closing Dates\***

\* Tentative 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.*

Mark Fagin

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