

**ENGINE  
BUILDERS**

# TRADER INTERNATIONAL

**ENGINE  
REBUILDERS**

**PERFORMANCE COMPONENTS, ENGINE PARTS, EQUIPMENT & TOOLS FOR SMALL & LARGE ENGINES**

GARY THOMPSON PUBLICATIONS • PHONE (714) 671-0217 • FAX (714) 671-0836

[www.performancetradermagazine.com](http://www.performancetradermagazine.com)

A BUYER'S RESOURCE FOR ENGINE BUILDERS AND ENGINE REBUILDERS

2008-2009 ADVERTISING PLANNER

Issue, Space Close, Art Due and RATE CARD  
EFFECTIVE JANUARY 2008

FRONT COVER, 4/COLOR  
7-1/4"H x 6"W ..... \$3,360.00

BACK COVER, 4/COLOR  
Full Page Live: 9-7/8" x 7-1/4"  
Trim: 10-7/8" x 8-1/4"  
Bleed: 1/8" all around ..... \$2,520.00

INSIDE FRONT or INSIDE BACK COVER  
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Bleed: 1/8" all around; black & white ..... \$1,260.00  
With 4/color ..... \$1,695.00

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9-7/8" X 7-1/4" Trim: 10-7/8" x 8-1/4"  
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3/4-PAGE, BLACK & WHITE  
Horizontal (7"h x 7-1/4"w) ..... \$ 630.00  
Vertical (9-5/8"x 5-2/5"w) ..... \$ 630.00  
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1/2-PAGE, BLACK & WHITE  
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With 4/Color ..... \$ 885.00

1/3-PAGE BLACK & WHITE  
Horizontal (3-1/4"h x 7-1/4"w) ..... \$ 395.00  
Vertical (9-5/8"h x 2-3/8"w) ..... \$ 395.00  
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1/4-PAGE BLACK & WHITE  
Horizontal (2-1/4"h x 7-1/4"w) ..... \$ 300.00  
Vertical (4-3/4"h x 3-1/2"w) ..... \$ 300.00  
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With 4/color ..... \$ 600.00

(PLEASE CONTACT YOUR REPRESENTATIVE FOR FULL BLEED SPREAD AND NONBLEED SPREAD RATES)

CLASSIFIED ADS ..... \$ 10.00/line

Four line minimum, black & white only  
Width approximately 3-1/2"

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No setup charge on Classified Ads: additional typesetting charges apply on ads not supplied to specifications.

Please fax your classified ads to:

Fax (714) 671-4917

ALL INSERTS PROVIDED BY ADVERTISER

PLEASE CONTACT YOUR REPRESENTATIVE FOR RATES ON INSERTS AND TIP IN

Space and Materials Close Dates:

August Issue: SEMA Show Issue

Space closes: July 10

Materials Due: July 20th

Publishes: August 15th to 30th

February Issue:

Space closes: January 15

Materials Due: January 20

Publishes: February 15th to 30th

November Issue: PRI Show Show Issue

Space closes: October 10

Materials Due: October 20

Publishes: November 15th to 30th

May Issue:

Space closes: April 10

Materials Due: April 20

Publishes: May 15th to 30th

#### ARTWORK INSTRUCTIONS:

Please e-mail your ad to [sean@seansloan.com](mailto:sean@seansloan.com) as a CMYK Print Quality .pdf file. Other acceptable formats include flattened CMYK .tiff, .eps or .psd files. Fonts must be turned into outlines or embedded into .pdf files, flattened CMYK .tiff's, .eps' or .psds should not have any font problems.

If your files are too big to email (10+ MB), please call or e-mail us for FTP upload information.

If email and FTP are not possible you may put your files on a CD and mail them to:

Engine Trader International Art

Sean Sloan

170 E. 17th St. #207

Costa Mesa, CA 92627

Phone: 949-722-6119

\*Note: Microsoft Publisher and Word .doc's require conversion into print format. Conversion charges will apply. Extra mechanical work will be billed at current commercial rates. Classified Ads or text-based ads can be typed in to an e-mail or MS Word .doc and sent to [sean@seansloan.com](mailto:sean@seansloan.com).

Gary Thompson

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#### Actual Trader testimonial:

"Of the 40+ magazines we are advertising in, the Trader magazine, even though it is quarterly, and has a much lower circulation numbers than most of the magazines we currently advertise in, ranks in the top 1/3 of magazines that pull well for us with sales leads as rated by Call Source, which gives us dedicated phone numbers for each publication for tracking purposes. Based on cost of ads per leads generated, Trader magazine ranks in our top 10 magazines that pull for the value, making this one of our best sales generating print publications to advertise in for the dollar."

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Stephen M. Belanger

Director of Marketing & Promotions

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