



2024 RATES & PUBLICATION SCHEDULE

- Rodger Bland**, Managing Editor
(805) 604-2012
rbland@atra.com
- Luke Epstein**, International Sales Director
(805) 604-2032
luke@atra.com
- Jeff Morgulis**, Supplier Relations
(805) 604-2041
jmorgulis@atra.com
- Jeanette Troub**, Senior Designer
(805) 604-2016
jttroub@atra.com
- Aurelio Peña**, Graphic Artist
(805) 604-2056
apena@atra.com
- Diane Bland**, Buyer's Guide & Classifieds Editor
(805) 604-2025
dbland@atra.com

Advertising Policies
Cancellations are not accepted after the ad contract deadline date of any issue.

Terms
Upon receipt of invoice. U.S. funds. Open accounts are accepted upon credit approval.

Production Charges
GEARS can provide custom production ad work for advertisers. Customer advertising production will be billed at \$140.00 per hour and invoiced separately.

Advertising Responsibility
Advertisers and advertising agencies assume full liability for all content of advertisements printed and also assume full responsibility for any claims arising therefrom against the publisher. The publisher reserves the unqualified right to reject any advertising copy as it deems appropriate, with or without cause.



Produced and Published
by ATRA

GEARS Magazine
1670 FM 1516 • China Grove, TX 78263
(805) 604-2000 • Fax (805) 604-2006
www.gearsmagazine.com

Editorial Production Schedule - 2024

| COVER DATE | | AD CONTRACT DEADLINE | ARTWORK DEADLINE | MAGAZINE RELEASE |
|-------------|------------------------|----------------------|------------------|------------------|
| JAN. - FEB. | Annual Buyer's Guide | DEC 8, 2023 | DEC 15, 2023 | JAN 19, 2024 |
| MARCH | Torque Converter Issue | FEB 2 | FEB 9 | MAR 8 |
| APRIL | New Tech | MAR 1 | MAR 8 | APR 5 |
| MAY | Tuners / Performance | APR 5 | APR 12 | MAY 10 |
| JUNE | Shop Equipment / Tools | MAY 3 | MAY 10 | JUN 7 |
| JULY | EV / Emerging Tech | JUN 7 | JUN 14 | JUL 12 |
| AUGUST | Business/Mgt. | JUL 5 | JUL 12 | AUG 9 |
| SEPTEMBER | Pre Show Issue | AUG 2 | AUG 9 | SEP 6 |
| OCT. - NOV. | Show Floor Issue | SEP 6 | SEP 13 | OCT 18 |
| DECEMBER | Diagnostics | NOV 1 | NOV 8 | DEC 6 |

GEARS Package Programs

ATRA Members and 10 time Advertisers only!

Put the Power of GEARS, ATRA and Expo to work for your organization with our Package Programs designed for optimum access to the industry at discounted rates. For complete details and pricing visit www.gearsmagazine.com/advertise-packages

| FOUR-COLOR Print Rates Gross US Dollars | | | |
|--------------------------------------------|--------------|--------------|-----------|
| | 1 - 4 Issues | 5 - 9 Issues | 10 Issues |
| FULL PAGE | \$ 3,916 | \$ 3,535 | \$ 3,341 |
| 2/3 PAGE | \$ 3,651 | \$ 3,286 | \$ 3,107 |
| 1/2 PAGE | \$ 2,988 | \$ 2,690 | \$ 2,540 |
| 1/3 PAGE | \$ 2,492 | \$ 2,217 | \$ 2,093 |
| 1/4 PAGE | \$ 1,893 | \$ 1,704 | \$ 1,609 |

Shopper Ads (per issue)

2 ¼" wide X 3" high \$350

2 ¼" wide X 6.125" high \$675

2 ¼" wide X 9.25" high \$990

Classified Ads – 50 words or less.....\$95

GEARS Circulation

GEARS is distributed to over 19,050 transmission professionals worldwide 10 times per calendar year. Bonus circulation copies are sent to automotive tradeshow and events throughout the year.

| Ad Sizes | | | | | | |
|-----------------------|----------------|-----------------|--|---------------------|----------------|-----------------|
| AD SIZE | WIDTH (INCHES) | HEIGHT (INCHES) | | AD SIZE | WIDTH (INCHES) | HEIGHT (INCHES) |
| Full Page (trim size) | 8.125" | 10.875" | | 1/3 Page Island | 4.75" | 4.75" |
| (bleed size) | 8.375" | 11.125" | | 1/3 Page Column | 2.25" | 9.875" |
| (image size) | 7.625" | 10.375" | | 1/3 Page Horizontal | 7.25" | 3.375" |
| 2/3 Page Column | 4.75" | 9.875" | | 1/4 Page Island | 3.5" | 4.75" |
| 1/2 Page Horizontal | 7.25" | 5" | | 1/4 Page Horizontal | 7.25" | 2.5" |
| 1/2 Page Island | 4.75" | 7" | | | | |

Mechanical Requirements

DIGITAL FILES:
Postscript/PDF: Postscript and PDF files can be generated from almost any desktop application on Mac or PC platforms. Make sure your Acrobat Distiller is set for high resolution output (300ppi) and in your Distiller Job Options, select "press." Remember to embed all fonts. If your file bleeds off the page, be sure to set the file to bleed with trim marks.

Other Rates in GEARS

| | |
|--------------------------|---------|
| Center Spread | \$7,297 |
| Inside Front Cover | \$4,174 |
| Inside Back Cover..... | \$3,822 |
| Outside Back Cover | \$4,620 |

Company Profile \$800 Full Page Color
in Buyers Guide & EXPO Issue only

Advertorial \$1,995 Per Page Color
Paid advertising editorial - Restrictions Apply*

Cover rates include 4 color process and premium position cost.
Ten (10) time advertisers only!
Cover Story – Four Editorial Pages & Front Cover Design \$7,550

Spot Color PMS add \$200

Special Placement Fee 15% surcharge

Inserts – Catalogs – CD inserts – Advertising Flyers
Preprinted by Advertiser – Quantity required 18,500
Rates Are Custom Quoted and very competitive!

Banner ads and digital options available. Please check www.gearsmagazine.com/advertise for more information.