

GEARS

- Circulation: More than 19,000 transmission professionals
- Award-winning publication — International Automotive Media Competition
- Ranked #1 in an industry-wide survey



Recipient of more than 50 awards since 2002

Award Winning Content and Design

Throughout the years, GEARS Magazine has received numerous awards from the International Automotive Media Competition conducted by the International Society for Vehicle Preservation. These awards recognize excellence in automotive journalism in the field of technology, shop management and design.

Other popular automotive publications to receive these awards:

- Car and Driver
- Road and Track
- Automobile
- Auto Service Professional Magazine
- Fleet Maintenance Magazine
- MOTOR Magazine
- National Dragster
- Vintage Motorsport
- Motor Trend
- Chicago Tribune
- Autoweek

GEARS Advertising Offerings

- Full Page Ad
- 1/2 Page Ad
- 1/4 Page Ad
- 1/3 Page Ad
- Shoppers
- Press Releases
- Feature Stories
- Advertorial
- Profile Pages
- Inserts
- Riders
- Polybags
- Tip-Ins
- Gatefolds
- GearsMagazine.com
- Embedded Ads

Custom Packages

The team at GEARS will design custom packages — including discounted rate options — to fit your marketing objectives.

Free Reader-Interest Articles

Show the industry you know what you're doing, and get great exposure (at no cost to you) by submitting technical, reader-interest articles to GEARS. Writing assistance is available if needed.



Advertising Rates 2025

Put the Power of GEARS, ATRA and Expo to work for your organization with custom Package Programs designed for optimum access to the industry at discounted rates.

Discounted member rates. Non-members add 10%.

Four-Color Print Rates

	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

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 in Buyers Guide & EXPO Issue only	\$800 Full Page Color
Advertorial (Restrictions Apply)	\$1,995 Per Page Color

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

Additional Fees

Spot Color PMS - add \$200
Special Placement Fee - 15% surcharge
GEARS can provide custom production ad work for advertisers. Customer advertising production will be billed at \$140 per hour and is invoiced separately.
GEARS is distributed to over 17,000 transmission professionals worldwide 10 times per calendar year. Bonus circulation copies are sent to automotive tradeshows and events throughout the year.

ATRA/GEARS E-NEWSLETTER

The ATRA/GEARS e-newsletter is distributed weekly. Reach over 20,000 engaged subscribers with a high open rate, ensuring your message reaches the right audience.

E-Newsletter Ad

\$350 each

E-Newsletter Ads are eye-catching ads that utilize graphics to stand out and capture our readers' attention. With an advertiser-provided link, our members can click an ad and be guided to a web page of the advertiser's choosing.

- 2 formats to choose from.
- Distributed every Wednesday.
- 5 spots available per newsletter.
- Sponsored content.

Vertical Ad

380 px wide X 420 px high

Tech On Your Own Time

Train at home or in your shop with ATRA's Virtual Training Solutions.

Call 800-428-8489 to sign up today!

Horizontal Ad

800 px wide X 200 px high

Tech On Your Own Time

Train at home or in your shop with ATRA's Virtual Training Solutions.

Call 800-428-8489 to sign up today!



Advertising Packages

ATRA supplier members enjoy a unique range of media exposure opportunities at low prices that are not available to non-members. Total Industry Access from ATRA offers Powertrain media exposure worldwide. Available to 10-time display advertisers in GEARS Magazine.

Platinum Plus Package

Platinum Plus - \$9,750 - Limit 10 Customers

- 4-page company feature in GEARS Magazine (including company name and logo on cover)
- Two free ads in the annual ATRA technical seminar manual with the placement of your choosing (excluding covers)
- Rotating banner ad on GEARS and ATRA websites for a full year
- 50% off second ad of equal size
- 24 E-Newsletter ads
- 10 Online embedded ads

Gold Package

Gold - \$5,000

- Company feature (two pages)
- One free ad inside ATRA seminar book
- Rotating banner ad on GEARS and ATRA websites for a full year
- 50% off second ad of equal size
- 12 E-Newsletter ads
- 5 Online Embedded ads

ATRA Supplier Membership

Put the power of ATRA to work for your company! For more than 60 years the top shops in the business turn to ATRA for their technical needs through the ATRA tech website, ATRA Hotline, technical seminars, rebuild books, bulletins and online webinars. ATRA knows the industry, and the industry knows ATRA — all great ways to get your message delivered.



As a supplier member, you are entitled to special discounts on all advertising and sponsorship opportunities. You will also receive one free quarter-page ad in GEARS Magazine* and a complimentary tabletop display at ATRA technical seminars.* You'll have access to advertising opportunities, including:

- **Seminars** — In addition to the tabletop display, opportunities include — seminar book ads, atra outreach program.
- **We Have a Fix For That** — A direct link to a specific tool or product within a relevant technical article in GEARS Online Magazine.
- **Free** 1/4 page, full color ad in GEARS Magazine (\$1,900 value)
- **Technical books** — ATRA produces several technical manuals throughout the year that provide ad placement opportunities.
- **Custom Content** — ATRA can provide custom content for your specific needs: bulletins, inserts or special messaging on your website or product offering. Call us for more details.
- **Access** to the complete mailing list of ATRA members

ATRA Powertrain Expo at AAPEX 2025:

Joining the AAPEX show floor, the ATRA Powertrain Expo offers even more buyers and face-to-face interactions with your current and future customers.

There is no better venue to get your message heard and seen by the decision makers in transmission repair! Visit powertrainexpo.com for more details.



**For Sponsorship
and Advertising Opportunities
Contact:**

Luke Epstein
International Sales Director
Email: luke@atra.com
Phone: **805-604-2032**



New ATRA Seminar Outreach Program

Maximize Your Impact in Every 2025 ATRA Regional Seminar!

Are you looking to boost your brand presence without the hassle of travel and accommodation expenses? The New ATRA Seminar Outreach Program is your golden ticket to reach every attendee at the 2025 ATRA seminars. Don't miss out on this incredible opportunity to showcase your company to a targeted audience.

Package Includes:

1. Two Full Page Ads in the 2025 ATRA Technical Seminar Manual
 - Your brand will be prominently featured in the official seminar manual, providing prime visibility to all attendees.
2. Marketing Material and Information Distribution
 - Your marketing collateral and information will be distributed to every seminar attendee, ensuring your message reaches the right audience. (Size and weight restrictions apply).

Benefits:

1. **Maximum Exposure:** Be in front of every attendee at the 2025 ATRA seminars, increasing brand recognition and awareness.
2. **Cost-Efficient:** No need to worry about travel and accommodation expenses. This program allows you to have a significant presence without the added costs.
3. **Targeted Audience:** Connect with industry professionals and potential clients who are actively engaged in the field.
4. **Brand Credibility:** Being part of ATRA's seminars lends credibility and authority to your brand.

Pricing:

\$2,500 invoiced @ \$1,250 in January and June of 2025.

Reservation Deadline: artwork for technical manual due 1/5/2025 all ad material due at ATRA business offices no later the 1/26/2025

How to Reserve Your Spot:

1. Provide your company details and preferred package. (Manual ads can be purchased separately @ \$500 per ad).
2. Confirm your reservation and submit necessary materials by the deadline.



ACT NOW AND SECURE YOUR PLACE IN THE 2025 ATRA SEMINARS!

For more information or to reserve your spot, please contact:

Luke Epstein
International Sales Director
Email: luke@atra.com
Phone: 805-604-2032

GEARS Online Ads

GEARS Online Embedded Ads:

Feature your brand prominently in the current issue of the 2025 GEARS Magazine online edition.

GEARS Magazine Online Embedded Ads offer companies online display advertising with links to their website embedded in one of our online articles for the calendar year.

2025 Online Embedded Ad

\$800 each - Per article

Includes: Active Links and Analytics

GEARS Magazine Technical Archived Articles:

GEARS Magazine Archived Tech Articles are another great way to put your company brand and product in front of our ever-increasing online audience.

Your ad is embedded in the article for just the one time buy for as long as GEARS magazine is online. That's a great value - that will pay dividends for years to come! Pricing based on views.

Over 1,100 articles to choose from.

Online Technical Archives Ad

20,000+ views = **\$1,000** per article

5,000-19,999 views = **\$750** per article

Up to 5,000 views = **\$500** per article

Includes: Active Links and Analytics

*Recommend branded advertising only with no date specifics on specials or pricing - ad copy can be changed throughout the years as well, subject to small administration fee of \$50 per ad change if so desired. Limit of no more than 2 ads per article. First to commit will receive above fold placement per article.



Pete Huscher

Share This

WE HAVE A FIX FOR THAT

sonnax
Heavy Duty K2 Clutch Hub

AS69RC Slips When Towing

KEEP THOSE TRANNYS ROLLING | SEPTEMBER - 2023
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In this issue of Keep Those Trannys Rolling, we are going to take a look at a 2018 Ram 4500 Cab & Chassis Flatbed Tow Truck equipped with a 6.7D engine and an AS69RC transmission that was experiencing a slipping concern when carrying heavy loads or towing a vehicle. We first became aware of this vehicle when our local tow company towed in a vehicle for a transmission repair. After dropping the vehicle off in our yard, the tow truck driver entered the office to take care of the paperwork. While taking care of the paperwork, the driver commented that he was experiencing a lack of power or possibly a transmission slipping concern while towing vehicles. He said the truck runs great while it's empty, but as soon as he hooks another vehicle to it, the truck seems to lose power or slips while driving down the road. The driver also indicated that the "ck engine" light would sometimes flash, but it was not staying on. We contacted the tow company's dispatcher and requested permission to inspect their tow truck. With the tow truck driver standing by, we began our initial inspection.

GEARS Magazine Online Embedded Ad
Your #1 Source for 45/50 Valve Body Repairs
800px X 200px

Initial Inspection:

We began our initial inspection by performing a "walk-around," looking for any obvious concerns. We opened the hood and checked for damaged harnesses or connectors. We inspected the battery and connections. We checked the fluid levels. The fluid levels were up to their proper levels, but the transmission fluid looked dark and smelled burnt. We lifted the vehicle on the rack to inspect the underside of the vehicle. We inspected the



Steve Garrett

Share This

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Stop That!

One of the things we strive to do at ATRA is to provide information not only regarding repairs for the common conditions you are seeing in your shops but to also provide you with information regarding vehicle systems and their operation so you have an understanding of the components as well as how they interface in today's vehicles. With as complex as the vehicles are becoming, it is very apparent to most that many of the issues you face today have very little to do with the transmission itself, but instead, the condition may be caused by some component used by another system on the vehicle.

In 2012 GM started using a brake pedal position sensor (BPP) (sensor id # 822) and updated the software to use the sensor as an input for grade braking as well as engine and transmission operation. The BPP sensor (Figure 1) has been implemented on almost all GM models as the years have gone by. The BPP is used on both front and rear-wheel drive applications in everything from the 6-speed to the 9- and 10-speeds. Issues with the sensors or their circuits have made many a technician lose sleep at night.

GEARS Magazine Online Technical Archives Ad
800px X 200px

The brake pedal position sensor (BPP) is a potentiometer similar to an old-time throttle position sensor (TPS). The BPP utilizes two potentiometers mounted in one assembly. One potentiometer provides a signal to the PCM, while the other sensor provides a signal to the BCM. The BPP position data is then sent



Present:

Virtual Training System (VTS) Advertising Opportunities for 2025

**Elevate Your Brand
with Unparalleled Visibility!**

Why Choose VTS Advertising?

In 2025, ATRA and GEARS Magazine bring you an exclusive opportunity to showcase your brand to transmission rebuilders, shop owners, and students through our cutting-edge Virtual Training System. With over 300 meticulously curated training videos, your logo will have a prime spot in the world of transmission education.

Affiliate Sponsorship - \$500/year

Logo Placement: Prominently featured at the bottom of the screen.
Vibrant color logo showcased at the beginning of each chapter.
Logo proudly displayed on the Certificate of Completion.

Premier Sponsorship - \$1,500/year

Exclusive Features: Intro Video, Logo Placement, Customer Supplied Video

Intro Video: An introductory video by Lance Wiggins or a distinguished industry Tech to kick-start each chapter.

Logo Placement: Prominently featured at the bottom of the screen.
Vibrant color logo showcased at the beginning of each chapter.
Logo proudly displayed on the Certificate of Completion.

Customer Supplied Video: A 30-second video of your choice to captivate our audience.



ACT NOW! SPACE IS LIMITED!

This opportunity is available on a first-come, first-serve basis.
Secure your spot today and be at the forefront of transmission training in 2025.

For a Complete List of Training Videos, Contact: Luke Epstein
Email: luke@atra.com
Phone: **805-604-2032**

Note: Terms and conditions apply. Pricing and features are subject to change without prior notice.
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