

Undercar Digest[®]

BRAKE • EXHAUST • CHASSIS & MORE

2009 Editorial Calendar & Promotions

JANUARY 2009

Special Emphasis: Buyer's Guide & Shop Survey. Undercar Digest provides a comprehensive listing of manufacturers, distributors, program-distribution groups and franchises. Our Shop Survey releases the latest shop service trends and buying plans.

Advertising Bonus: Special rates for advertisers on company listing enhancements

Deadlines: Space reservations due December 5
Materials due December 10

January Planner

- Display Ad
- Logo in Listing

FEBRUARY 2009

Special Emphasis: We'll provide a preview of Showpower 2009, March 26-28 in Louisville, Ky.

Advertising Bonus: Showpower exhibitors who advertise in this issue receive a free "Must See" Product Showcase and special discounts for logo enhancements for their Showpower listings in Undercar Digest, Transmission Digest and the Showpower Show Guide.

Deadlines: Space reservations due January 5
Materials due January 9

February Planner

- Display Ad
- Logo in Exhibitor Listing
- Showpower "Must See" Showcase

MARCH 2009

Special Emphasis: We'll announce the winners of our annual Top 10 Products & Top 10 Tools contests as selected by our readers, with award plaques presented at Showpower. We'll also provide shops with tips on springtime preventive-maintenance programs.

Advertising Bonus: Display advertisers receive a free Catalog/Literature Showcase.

You can also support ASE testing through Undercar Digest's certification promotion ad, which includes your company logo. Plus, we have bonus magazine circulation at Showpower.

Deadlines: Space reservations due February 5
Materials due February 10

March Planner

- Display Ad
- Catalog/Literature Showcase
- ASE Sponsorship

APRIL 2009

Special Emphasis: We feature our special brake issue with a comprehensive listing of suppliers of brake parts and equipment, along with helpful brake diagnostic and repair information. You can enhance your listing with a color logo.

Advertising Bonus: Display advertisers receive a free Brake Showcase that includes a color photo, up to 65 words of copy and a reader service number for customer inquiries.

Deadlines: Space reservations due March 5
Materials due March 10

April Planner

- Display Ad
 - Logo in Brake Listing
 - Brake Showcase
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MAY 2009

Special Emphasis: Alignment and chassis diagnosis and repairs take center stage in this issue, along with highlights from Showpower 2009.

Advertising Bonus: Display advertisers receive a free Catalog/Literature Showcase with a color photo, up to 65 words of copy and a reader service number for customer inquiries.

As a display advertiser, your company can be an Alignment & Chassis Guide sponsor and increase your sales leads six ways.

Deadlines: Space reservations due April 6
Materials due April 10

May Planner

- Display Ad
 - Alignment & Chassis Guide
 - Showpower Showcase
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JUNE 2009

Special Emphasis: *Undercar Digest* features tools and equipment that make a shop operator's business more efficient and profitable.

Advertising Bonus: Display advertisers in this issue who sell tools or equipment are eligible for a free 1/6-page Tool and Equipment Showcase.

Deadlines: Space reservations due May 5
Materials due May 11

June Planner

- Display Ad
- 1/6-page Tool and Equipment Showcase

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JULY 2009

Special Emphasis: We provide a comprehensive listing of technical-training programs available through the industry for brakes, exhaust, chassis and other automotive programs. Color logos are available.

Advertising Bonus: Display advertisers are eligible for a free 1/3-page vertical Hot Topics technical or management tip.

Deadlines: Space reservations due June 5
Materials due June 10

July Planner

- Display Ad
- 1/3-Page Hot Topic
- Logo in Listing

AUGUST 2009

Special Emphasis: Our Annual Performance Issue also features Magic Machines – project vehicles built by our shop readers and suppliers.

Advertising Bonus: A free 1/6-page Performance Showcase that includes a color photo, up to 65 words of copy and a reader service number for sales inquiries.

Support ASE testing through Undercar Digest's certification promotion by co-sponsoring the ad, which includes your color logo.

Deadlines: Space reservations due July 6
Materials due July 10

August Planner

- 1/6-page Performance Showcase
- ASE Sponsorship
- Magic Machines Photo

SEPTEMBER 2009

Special Emphasis: We will present our Undercar Guide to Industry Week, helping distributors find their way through the maze to your booth at AAPEX or SEMA. A free "Must See" Product for display advertisers in this issue that exhibit at Industry Week – that includes AAPEX, SEMA, Big R & CARS.

Advertising Bonus: As a display advertiser, your company can be a Brake Guide sponsor and increase your sales leads six ways.

Deadlines: Space reservations due August 5
Materials due August 10

September Planner

- Display Ad
- "Must See" Showcase
- Brake Guide & Brake Showcase

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OCTOBER 2009

Special Emphasis: We'll publish nominations for *Undercar Digest's* Top 10 Products and Top 10 Tools contests, with your entries judged by our readers.

Bonus circulation: Thousands of copies of *Undercar Digest* with your Top 10 nominations will be distributed to AAPEX, SEMA and Big R attendees.

Deadlines: Space reservations due September 4
Materials due September 10

October Planner

- Display Ad
 - Top 10 Products & Top 10 Tools nomination
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NOVEMBER 2009

Special Emphasis: We have a complete listing of exhaust suppliers, and logos are available to enhance listings.

Advertising Bonus: As an exhaust supplier with a display ad in this issue, you can be an Exhaust Guide Sponsor and increase your sales leads six ways.
Display advertisers receive a free Catalog/Literature Showcase.

Deadlines: Space reservations due October 5
Materials due October 9

November Planner

- Display Ad
 - Exhaust Guide Sponsor
 - Catalog/Literature Showcase
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DECEMBER 2009

Special Emphasis: You can inform shop operators and distributors about your company with a Supplier Profile.

Advertising Bonus: A full-page, 4-color Supplier Profile is available to display advertisers in this issue.

Deadlines: Space reservations due November 5
Materials due November 10

December Planner

- Display Ad
 - Supplier Profile
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