

Undercar Digest[®]

BRAKE • EXHAUST • CHASSIS & MORE

Equipment



Alignment



Exhaust



Air Conditioning



Chassis



TPMS



Diagnostics



Ride Control



Brakes



Emission Controls



Drivetrain



Business Management



**Media Guide
Rate Card #12**

Our Mission

Undercar Digest serves the field of undercar specialty shops doing exhaust, brake or chassis repair, including muffler shops, brake/front end shops, alignment shops, tire shops, and general repair shops doing exhaust, brake or chassis repair including full-service independent garages, fleet repair facilities, auto dealer service departments, service stations and other shops doing undercar repair.

More Than A Magazine

Undercar Digest has created a unique relationship with its readers over the years by providing direct person-to-person contact on an on-going basis. Three separate events tend to cement this relationship:

Undercar Digest is the only magazine in the auto aftermarket to maintain a yearly meeting of subscribers at Showpower, the annual Undercar/Transmission Expo. Several thousand gather to trade ideas, attend seminars and see the latest products and equipment.

Undercar Digest publishes the only comprehensive directory of suppliers in the undercar aftermarket with its January Buyer's Guide and Shop Survey issue.

Undercar Digest for more than 25 years has undertaken the only continuing research program of the undercar market at the shop level. Each year the results of the study are published in the Buyer's Guide issue.

Editorial Mix

The editorial base of *Undercar Digest* provides a monthly overview of the complete undercar service industry. Our editorial mix consists of:

40% technical articles	15% feature stories
25% business-management articles	10% undercar-industry news
	10% new products

BPA Audited

When Advertisers get the readers they pay for, chances are they get the results they pay for, too. The BPA Worldwide audit makes sure our advertisers get the readers they pay for. BPA audits the *Undercar Digest* circulation list every year to determine that it is accurate and up to date. The audit is an in-person, on-site investigation of our circulation records. BPA Worldwide is an independent not-for-profit organization that was formed to aid advertisers in verifying circulation claims.

We Want To Help

When you become an advertiser we become your marketing partner. Our entire library of marketing and research is available to you through our account executives.

Account Executives Who Work For You

We use full-time, market-oriented account executives. They do not handle a group of magazines. They work only in the undercar market and only for *Undercar Digest*. Their experience is at your disposal.

We Can Prepare Your Ad

M D Publications maintains a professionally staffed, state-of-the-art production center. Our rates for creative work are among the lowest in the country. Your account executive can help determine your needs and provide a quote for turning out the finished product to your specifications.

Advertiser-supplied Inserts:

Undercar Digest is happy to include a limited number of inserts in any issue.

- A full proof of all insert pages and a paper sample must be transmitted to *Undercar Digest* before a final quote can be provided.
- Rates for perfect-bound issues may vary slightly from those listed.
- *Undercar Digest*, as a USPS registered periodical, offers very attractive rates for most insert projects. Due to postal periodical regulations, no document that contains the word "catalog" ("catalogue") can be inserted into the magazine (terms such as "Product Guide" are allowed). Such prohibited items can be bundled with the magazine inside a poly wrapper. All poly-wrapped projects require additional preparation and postage. A customized quote will be provided by your account executive.
- Regardless of page count, inserts are counted as one insertion for purposes of frequency discount rates.
- Insert dimensions are slightly smaller than page dimensions. Your account executive will provide dimensional and folding requirements and shipping instructions for insert projects.

Preparing Your Own Ads:

Advertising materials should arrive no later than the 10th of the month preceding the issue month.

AD SUBMISSION

Preferred: PDF/X-1a or a properly formatted Press-ready PDF which has been distilled from a Postscript (.ps) file.

Accepted: ■ High resolution TIFF or JPEG files (minimum 300 ppi).
■ EPS files with fonts converted to paths.

Fonts information: • Make sure that all fonts are embedded when creating Postscript or PDF files.
• Avoid using OpenType fonts, and Multiple Master Fonts.

File Information: • When submitting full page ads the file must show crop marks and bleeds.
• All color images must be CMYK.
• For images use TIFF or EPS, do not use JPEG, GIF, PNG or PICT files in layouts.
• Dmax 280%

METHODS OF FILE TRANSFER

- CD with hard copy proof.
- E-mail to jwilder@undercardigest.com or editor@undercardigest.com
 - When sending us E-mail it is important to include the following information along with the attached text and/or graphic files: publication title and issue month in which ad will appear, the client name and the name of the person sending the E-mail. Subject line should indicate name.
- FTP Contact a Sales Account representative for more information

DESIGN REQUIREMENTS

- Dmax: The sum total of tone value percentages should not exceed 280%, of which one color can be solid.
- PMS colors and spot colors will be converted to CMYK unless a matched color is purchased.
- Reverse lettering should be made with a minimum of colors and should not use small letters or fine serifs.
- Minimize color combinations to a maximum of two process colors where small type and thin rules are involved.
- For full page ads the document size in your layout application should match the trim size of the magazine (8.125" x 10.875")
- Full page bleeds should extend 1/8 inch beyond the trim (trim size: 8.125" x 10.875" 8.376, bleed size: 8.375" x 11.125").
- Keep live images and type at least 3/8 inch away from trim.
- Furnish an actual size hard-copy proof when submitting digital files.
- Line screen is 133 lpi.

CORRECTIONS AND ALTERATIONS

Our design and production department is equipped to handle any corrections needed to bring your files into compliance with our specifications and can make modifications or revisions for future issues. Any corrections required or modifications requested will be charged accordingly and invoiced separately.

General Advertising Rates

Four-Color

Size	1x	6x	9x	12x	18x	24x	36x
Full Page	\$4,450	\$3,895	\$3,745	\$3,545	\$3,425	\$3,315	\$3,240
2/3-Page	3,825	3,350	3,245	3,045	2,945	2,845	2,790
1/2-Island	3,370	2,960	2,850	2,710	2,615	2,530	2,490
1/2-Page	3,035	2,720	2,610	2,470	2,390	2,320	2,265
1/3-Page	2,500	2,185	2,130	2,020	1,960	1,890	1,850
1/4-Page	2,070	1,825	1,760	1,645	1,590	1,540	1,515
1/6-Page	1,575	1,435	1,410	1,380	1,355	1,325	1,300

Discount available for Black and White

Covers and Special Positions

Cover	1x	6x	12x
2nd Cover	\$5,800	\$4,930	\$4,595
3rd Cover	5,540	4,710	4,385
4th Cover	6,070	5,155	4,800

Add 10% for Special positions

Advertiser Supplied Insert Rates

Standard Weight/Size 4 or 8-page insert50% of earned space rate times number of inserted pages.

Standard 2-page insert (single sheet)

Printed both sides.....120% of the earned single page space rate
 Printed one side.....100% of the earned single page space rate

Post Card Insert.....100% of the 1/2-island space rate

Post Card Insert tipped to client full-page

advertisement60% of earned 1/2-island space rate

Standard Insert Binding Charges:

Saddle-stitched\$580
 Tip-in standard insert.....\$1,500

Regional inserts are available. Call your account executive for quotations.

Marketplace Classified Rates

All orders must be in writing accompanied by a check, money order or MasterCard/Visa in U. S. funds.

Word advertising

Word advertiser base rate-25 words..... \$95.00
 Each additional word \$2.50
 Additional cost for blind ad..... \$15.00
 No charge for address and telephone number

Classified Display advertising (Column is 2 1/4" wide)

Column inches	1x	6x	12x
1 inch	\$200	\$175	\$160
2 inch	345	305	280
3 inch	485	415	375
4 inch	570	485	445

Marketplace classified ads cannot be combined with display advertising to achieve frequency discounts.

Payment must accompany ads.

Complimentary color is available to all 6x or 12x classified contracts.

Showpower Guide Rates

The annual Showpower Guide is available for advertising to exhibitors.

Contract Advertisers with *Undercar Digest* who are exhibitors may take an additional 10% off the Show Guide rate.

Specifications Regular Show Guide Rate

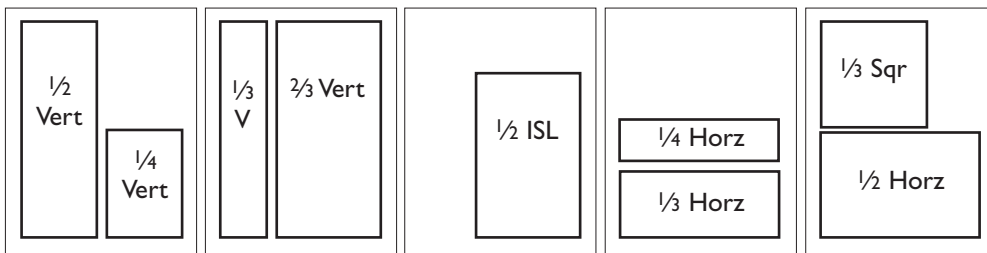
Full Page	\$1,840
2/3-Page	1,605
1/2-Page Island	1,420
1/2-Page	1,345
1/3-Page	1,080
1/4-Page	875
Second Cover	2,585
Third Cover	2,385
Fourth Cover	2,920

Ask your account executive about printing your company's logo above your exhibit listing in the Showpower Guide.

Ad Dimensions

Advertisements that do not conform to standard size units will be modified to size or treated as bleed ads. Charges for modifications may be applied.

All dimensions are in inches.



PARTIAL PAGE ADS			FULL PAGE ADS		
Size	Width	Depth	Size	Width	Depth
2/3 Page V	4 3/4	9 7/8	Trim Size	8 1/8	10 7/8
1/2 Island	4 3/4	7	Bleed Size	8 3/8	11 1/8
1/2 Page V	3 1/2	9 7/8	2-PAGE SPREAD ADS		
1/2 Page H	7 1/4	5	Trim Size	16 1/4	10 7/8
1/3 Page V	2 1/4	9 7/8	Bleed Size	16 1/2	11 1/8
1/3 Page H	7 1/4	3 3/8	Bleeds should extend min. 1/8" beyond trim. Keep live copy and photos 3/8" from trim edge. Leave 1/2" free of live matter at bottom for reader service number.		
1/3 Page S	4 3/4	4 3/4			
1/4 Page V	3 1/2	4 3/4			
1/4 Page H	7 1/4	2 1/2			
1/6 Page V	2 1/4	4 3/4			

Advertising Acceptance

Advertising is accepted on written contract basis only. The length of the contract is one year from the date on the contract. Space orders based on a frequency discount must contain a schedule of insertions. Otherwise, advertising will run at the one-time rate, and credit for frequency discounts will be applied as earned. Advertisers not fulfilling frequency contracts will be issued an invoice reflecting the actual earned rate.

Insertion instructions must include the following information:

- Name of publication and advertiser
- Issue of insertion
- Size of advertisement
- Identification of advertisement (include ad proof)
- Special Instructions such as bleed, color, position, etc.

Cancellations must be made in writing by the 10th of the month preceding the month of issue.

The Publisher reserves the right to reject or cancel advertisements not meeting M D Publications' standards.

The Publisher reserves the right to insert the word "Advertisement" above or below any copy having the appearance of editorial material.

Advertiser's Responsibility

Advertiser and authorized agents agree to indemnify Publisher against all claims, damages or liability whatsoever arising out of, or in any way caused by, or connected with the printing or publication of the advertising.

M D Publications reserves the right to hold the advertiser and its agents jointly and severally liable for such monies as are due and payable to the publisher.

Publisher's Limitation of Liability

The Publisher will not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

In the event of an error for which the Publisher is responsible, liability shall be limited to one re-publication of the advertisement or cancellation of the charges for the portion of the advertisement rendered valueless by the error. No allowance will be granted for any error that does not affect the value of the advertisement.

Liability of the Publisher for failure to publish an advertisement or insert, for any reason, in the issue specified will be limited to publishing of the advertisement or insert in a subsequent issue.

Advertising Agencies

Agency must be appointed by the advertiser and recognized by M D Publications. Credit approval is required for both advertiser and agency.

When paid within credit terms a 15% agency commission is available on space, special position and color charges as well as the space charge for advertiser-supplied inserts.

Billing, Credit & Payment Policy (U.S. Funds Only)

Through strict enforcement of our payment terms we continue to maintain our position as the lowest-cost-per-thousand magazine in our field. Our payment policy is rigid and therefore needs to be explained in advance.

Prepayment: Required by issue closing date until credit is established.

Establishing Credit: Your account executive will send you an Application for Credit.

Billing Dates: Once credit is established, advertising is invoiced on the 15th of the month preceding the month of issue. Art and production charges are invoiced at the end of the month of issue.

Credit Account Terms: net 30

Service Charge: A 1.5% per month service charge is added to all balances not paid within 30 days of invoice date and to any balance created by deducting commissions not earned as the result of late payment.

Collection Charges: In the event the services of an outside collection agency are required to effect collection, a 25% collection fee will be added. If suit becomes necessary to effect collection, reasonable attorney fees and all court costs will also be added to the balance due M D Publications Inc.

Contract Prepayment Discount: A 15% discount is granted to display advertisers who prepay the entire balance of any annual schedule of six or more insertions. The discount is not offered to accounts on which we offer agency commission.

Showpower

Each year *Undercar Digest* holds an annual meeting of educational seminars and product exhibitions known as Showpower.

Retail shops, franchise chain buyers and aftermarket distributors are invited to attend Showpower. Showpower is typical of today's selectively targeted trade expositions, exposing products and equipment to a well-defined vertical aftermarket audience of specialized automotive shops.

Contact Bob Jacobsmeier for Showpower exhibition information.

Showpower Guide

The annual Showpower Guide contains the official schedules and list of exhibiting companies. Advertising in the Showpower Guide is limited to current-year exhibiting companies. Advertisers with current general display advertising contracts of six or more insertions receive a 10% discount on the attractive Showpower Guide rates.



CONTACTING US

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E-Mail Ad Materials & News Releases: jwilder@undercardigest.com
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