

Ad Rates, Specifications & Deadlines

The Trader Magazine, your most affordable advertising outlet! Call 714-671-0217 for deals!

FRONT COVER

Live: 9-7/8" x 7-1/4" \$4,350
Bleed: 1/8" all around

BACK COVER

Full Page Live: 9-7/8" x 7-1/4" \$3,400
Trim: 10-7/8" x 8-3/8"
Bleed: 1/8" all around

INSIDE FRONT or INSIDE BACK COVER

Full Page Live: 9-7/8" x 7-1/4" \$2,400
Trim: 10-7/8" x 8-3/8"
Bleed: 1/8" all around

FULL-PAGE

9-7/8" x 7-1/4" \$1,600
Trim: 10-7/8" x 8-3/8"
Bleed: 1/8" all around

3/4-PAGE

Horizontal (7"h x 7-1/4"w) \$1,450
Vertical (9-5/8"h x 5-2/5"w)

1/2-PAGE

Horizontal (4-3/4"h x 7-1/4"w) \$1,200
Vertical (9-5/8"h x 3-5/8"w)

1/3-PAGE

Horizontal (3-1/4"h x 7-1/4"w) \$1,100
Vertical (10.25"h x 2.25"w)

1/4-PAGE

Horizontal (2-1/4"h x 7-1/4"w) \$850
Vertical (4-3/4"h x 3-1/2"w)

1/8-PAGE-BUSINESS CARD-SIZED

Horizontal only (2-1/4"h x 3-1/2"w) \$350

CLASSIFIED ADS

\$25/line
Four line minimum, black & white only
Width approximately 3-1/2"

We accept DIGITAL FILES ONLY.

Formats: PDF and TIFF files. Trader Magazine is not responsible for any loss of text or visual outside of the live image area. Color mode of CMYK, images must be at least 300 dpi at 100% ad size.

Placement Guarantee: Specific placement may be requested at an additional charge of 20%. Art charges: \$50/hr. Our designers can help to create your print campaign.

Payment Specs: Payment is due with ad artwork. These advertising rates are gross. Late fees of 10% of the ad rate will be charged monthly to delinquent accounts. Checks should be made out to Gary Thompson. To use credit card please call.

Proofs: Proofs will be provided upon request, but changes must be returned by 5:00pm on deadline. Trader Magazine is not responsible for errors or omissions.

Advertisers Call:

The Trader Team at Thompson Publications
(714) 671-0217
tradersubmit@gmail.com

Artwork to:

Sean Sloan - Open Interactive
(949)722-6119
tradersubmit@gmail.com

Trader Magazine Deadlines

Issue	Ad Space	Ad Art	Mails Out
Spring	2/15	2/21	3/15
Summer	5/15	5/21	6/15
Fall	8/15	8/21	9/15
Winter/PRI	10/14	10/21	11/15

PAYMENT IS REQUIRED WITH AD PLACEMENT.

EMAIL YOUR CLASSIFIED ADS!
TRADERSUBMIT@GMAIL.COM

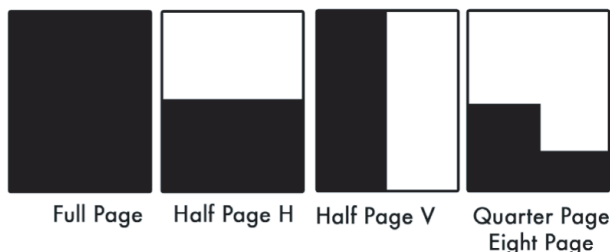
No setup charge on Classified Ads; additional typesetting charges apply on ads not supplied to specifications. 714-671-0217

Trader Magazine is a quarterly publication that goes to 18,000 performance engine professionals worldwide.

Ask any Trader advertiser: we're the most affordable advertising option with the best results.

Some advertisers report up to 50% of their sales comes from their Trader ads.

Check out our new EngineBuilderDirectory.com for FREE listing & online advertising opportunities!



Full Page

Half Page H

Half Page V

Quarter Page
Eight Page