ABOUT GOODGUYS

Founded in 1983 by Gary and Marilyn Meadors of Alamo, California, Goodguys Rod & Custom Association has grown into the world’s largest association devoted to hot rods and customs, tricked out trucks, mighty muscle cars and regal classics sprawled throughout lush fairgrounds, super speedways and large outdoor stadiums.

With over 70,000 active global members, Goodguys is dedicated to the preservation and growth of the hard-core hot rodding community. Our commitment to our members, partners and fans is second to none — and the result is Goodguys earning the distinction as the market leader in our industry.

GOODGUYS MISSION STATEMENT

To produce the finest automotive events while publishing credible and entertaining media content that celebrates our passion for the great American car culture, bringing together Cool Cars, Cool People and Good Times!

REGISTERED PARTICIPANT SNAPSHOT

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<tr>
<th>Age Group</th>
<th>Male %</th>
<th>HHI $75K+</th>
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SPECTATOR SNAPSHOT

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GOODGUYS AUDIENCE PROFILE

**REGISTERED PARTICIPANTS**

Average Number Of Goodguys Events Our Registered Participants Attend Annually:

- 1 Event: 60%
- 2-3 Events: 35%
- 4+ Events: 5%

Average Miles A Registered Participant Drives To Attend A Goodguys Event:

- 0-50: 40%
- 51-100: 15%
- 101-150: 11%
- 150-200: 10%
- 200+: 24%

Average Number Of Collector Cars Owned By A Goodguys Registered Participant:

- 1 Car: 66%
- 2 Cars: 18%
- 3+ Cars: 16%

Registered Participant Connectivity:

- Subscribe To An Online Music Provider: 53%
- Subscribe To An Online TV Provider: 40%
- Own A Smartphone: 87%
- Own A Tablet: 66%
- Get Their Daily News From The Internet: 65%

**SPECTATORS**

Average Number Of Goodguys Events Our Spectators Attend Annually:

- 1 Event: 70%
- 2-3 Events: 26%
- 4+ Events: 4%

Spectator Connectivity:

- Subscribe To An Online Music Provider: 60%
- Subscribe To An Online TV Provider: 58%
- Own A Smartphone: 92%
- Own A Tablet: 71%
- Get Their Daily News From The Internet: 75%

**Other Interests:**

- Festivals: 38%
- Sporting Events: 60%
- Casinos: 26%
- Motor Sports/NASCAR: 31%
- Music/Concerts: 38%
- Movies/Cinema: 55%
GOODGUYS SPONSORSHIP

Goodguys Rod & Custom Association has produced the country’s premier hot rod and custom events for 35 years! More than 70,000 active global members make Goodguys the market leader and the largest motorsports organization in the world dedicated to the growth and preservation of hot rodding.

Around 20 events nationwide each season deliver a combined attendance of nearly 1,000,000 and a coast-to-coast footprint that includes major markets like San Francisco, Dallas/Fort Worth, Phoenix, Seattle, and Charlotte. It’s an ideal platform for marketing and promoting your brand to a highly targeted and passionate marketplace.

- TITLE SPONSOR
  A Title Sponsor receives year-long exposure throughout the Event Series, including lead position logo inclusion on the official event logo as well as the Goodguys website and local market advertising and event collateral, plus inclusion in local market electronic media, Gazette advertising and more.

- PRESENTING SPONSOR
  As a Presenting Sponsor, you’ll receive year-long exposure throughout the Event Series including logo inclusion on the official event logo as well as logo inclusion on the Goodguys website and local market advertising & event collateral, inclusion in local market electronic media, Gazette advertising and more.

- OFFICIAL SPONSOR
  Become an Official Sponsor and along with the highly-coveted “Official Sponsor of Goodguys” designation, you’ll receive year-long exposure throughout the Event Series including logo inclusion on the Goodguys website and local market advertising & event collateral, inclusion in local market electronic media, Gazette advertising and more.

- PREFERRED SPONSOR
  A Preferred Sponsor receives year-long exposure throughout the Event Series, including logo inclusion on the Goodguys website and event collateral, Gazette advertising and more. Your company will also receive the exclusive designation as “Preferred Sponsor of Goodguys” in your product category.

- SPECIAL AWARD & DISPLAY SPONSORSHIP
  Attach your company’s name in perpetuity to one or more of the Goodguys custom-designed Special Awards that are presented on Sunday at the awards show at each live event to the cars deemed as “outstanding.” A highly-anticipated and coveted part of each live event, the selection of award winners is performed by the automotive industry experts associated with Goodguys Rod & Custom Association.
2019 EVENT SCHEDULE

9TH SPRING LONE STAR NATIONALS
10TH SPRING NATIONALS
37TH ALL AMERICAN GET-TOGETHER
19TH MEGUIAR’S DEL MAR NATIONALS
5TH NORTH CAROLINA NATIONALS
14TH NASHVILLE NATIONALS
26TH SUMMER GET-TOGETHER
28TH SPEEDWAY MOTORS HEARTLAND NATIONALS

22ND GOODGUYS PPG NATIONALS
32ND PACIFIC NORTHWEST NATIONALS
18TH GREAT NORTHWEST NATIONALS
1ST GRUNDY INSURANCE GREAT AMERICAN NATIONALS *NEW FOR 2019*
33RD WEST COAST NATIONALS
22ND COLORADO NATIONALS
27TH SUMMIT RACING LONE STAR NATIONALS
2ND KENTUCKY NATIONALS
30TH AUTUMN GET-TOGETHER
22ND SPEEDWAY MOTORS SOUTHWEST NATIONALS

2019 MARKETING KIT
**EXPERIENTIAL MARKETING**

- **VENDOR SPACE** is Exhibit Space to present and display your company's product(s) or services to the live event spectators and participants throughout the Event Series. Exhibit spaces are strategically positioned in high-traffic areas throughout the event for maximum exposure.

- **PA ANNOUNCEMENTS** Broadcast your branding or “call-to-action” message to help drive customers to your booth at the Goodguys live events. Public Address Announcements are thirty seconds in length and will run several times each day throughout the Event Series.

- **GOODIE BAGS** Get your company's message directly into the hands of the registered live event participants! All registered participants at Goodguys events receive a complimentary "goodie bag" that includes an Event Schedule, Yearbook and materials supplied by sponsors and vendors.

- **BANNERS** Display your company's logo and brand identity on a 8’x2.5’ banner in high-traffic areas at Goodguys live events throughout the Event Series.

- **CHOICE PRODUCTS** This is a unique, cost-effective opportunity to promote your product or service. As part of the Choice Product Giveaway Program, your product is displayed in a video at a Goodguys display booth at each event. Random drawings take place throughout each event to award participants with products in the program. Goodguys provides additional Choice Product Giveaway marketing to maximize product exposure, including coverage in the Goodguys magazine, public address announcements, event promotional flyers and event schedules.

- **ADDITIONAL MARKETING OPPORTUNITIES**
  - Event Tickets
  - Event Spectator Guide
  - Print Advertising
  - Digital Advertising/Retargeting Advertising
  - Direct Marketing/Social Media
  - Additional Live Event Opportunities
  - New Product Showcase
  - How-To Product Seminars
  - Goodguys All American Sunday
WEBSITE Online since the mid-90s, good-guys.com is the online home of the Goodguys Rod & Custom Association. From event schedules, to event registration, AutoCross rules, giveaway promotions and the popular “Hot News” section, the website attracts in excess of 4.5 million visitors annually.

NEWSLETTER Distributed to more than 250,000 subscribers, Goodguys “G-News” is our monthly e-newsletter packed with company news, event promos, event recaps and previews of the coming issue of the Goodguys Goodtimes Gazette.

SOCIAL MEDIA With over 300,000 followers across Facebook, Instagram and Twitter, Goodguys social media is engaging and informative with great imagery and videos. Fun promotions and live event updates are also featured giving visitors the engaging content they crave.

RE-TARGETING We’ve got technology in our hip pocket! Through our re-targeting efforts, your ad will not only translate shoppers into buyers, your digital ad will “follow” your customers to the other websites they visit while online. This has proven to be a most effective tool in boosting sales.

EDITORIAL Our award winning Goodguys editorial team publishes a constant stream of stories annually to our Hot News channel. Exclusive event galleries, personality profiles, shop tours, buyers guides, tech articles, car features and other exciting content appears nearly every day!

GOODGUYSRODANDCUSTOM
GOODGUYS
- **MAGAZINE (GAZETTE)**

The Goodguys Gazette is a monthly, full-color, mega-sized magazine delivered directly to 70,000 Goodguys members – passionate car enthusiasts and do-it-yourselfers who are active and influential in the hobby. The Gazette also reaches top hot rod shops, car builders, manufacturers and retailers. A dynamic editorial mix of event coverage, industry news, shop tours, tech guides and personality profiles makes this a must-read monthly idea book and an ideal vehicle for advertising your products and services.

- Advertise with an engaged audience that typically spends more than an hour with each issue
- Reach a potential 182,000 enthusiasts with digital viewer ship and pass-along readers
- Give your message staying power – more than half our readers keep most issues

- **YEARBOOK**

This one’s a definite keeper! Printed once a year, the Goodguys Yearbook is distributed to every participant registering a vehicle at each event. It’s a photographic retrospective of events and happenings from the previous year that boasts more than 150 pages of dynamic photography printed on high-quality stock. This is a coffee-table-style book that will give your marketing message year-round exposure.

- Get your brand message to thousands of active event participants
- Reach enthusiasts and professionals where they turn for project ideas
- Experience lasting exposure – top production quality will keep this on the bookshelf for years

- **GOODGUYS WALL CALENDAR**

Reach car guys where they’re most active – in their garage! The Goodguys Wall Calendar is a large-format, 35x21.5-inch poster that inevitably finds a home in shops, garages and man caves across the country. It’s distributed to more than 70,000 members every January and lets enthusiasts plan their event travel and set target dates for completing projects.

Your brand will be seen daily by car enthusiasts and our industry’s most influential builders, keeping your website and order line handy for rodders when they need it most.
### 2019 Gazette Advertising Rates

#### Black & White

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### Premium Services

- **Priority Placement** (Pages 3-10) ................ Additional 20% of ad cost
- **Spot Varnish** (Available on Cover 2, 3 & 4) .......... $1680 in addition to ad cost
- **Onset** [Sheet in front of Gazette cover] ............... Call for pricing and details
- **Ride Along** (Item inserted in poly-bag with Gazette) .. Call for pricing and details

Included with your print advertisement you also receive exposure digitally to over 100,000+ additional viewers through the Goodguys Digital Gazette.

### Policies

- **Credit**: Payment in advance until credit is approved. **Terms**: 2% cash discount for advertising paid in advance of publication. Credit accounts, payable on receipt of invoice, net 30 days. **Rates**: Publisher reserves right to change advertising rates and conditions with 60 day notice. **Copy**: Publisher's liability for any error shall not exceed actual space cost. **Contracts**: Must be signed and approved. Unfulfilled agreements may be short-rated to earned rate. **Discounts**: Available to recognized advertising agencies. Advertising placed by an agency contracts them for payment of services and space ordered.

### Advertising Sales Department

- **Clint Petree**
  - clintp@good-guys.com
  - 1071 Serpentine Lane • Pleasanton, CA 94566
  - Ph: (925) 218-9154 • Fax: (925) 226-7045

- **Sadie Vail**
  - sadiev@good-guys.com
  - 1071 Serpentine Lane • Pleasanton, CA 94566
  - Ph: (925) 218-9152 • Fax: (925) 226-7045

- **Michael Diaz**
  - michaeld@good-guys.com
  - 1071 Serpentine Lane • Pleasanton, CA 94566
  - Ph: (925) 218-9153 • Fax: (925) 226-7045

### Ad Specs & Submission Info

- **Gaea McLaughlin**
  - advertising@good-guys.com
  - 1071 Serpentine Lane • Pleasanton, CA 94566
  - Ph: (925) 218-9132 • Fax: (925) 831-8564

### Mechanicals & Printing Specs

- **Printing**: Web Offset  
  - **Binding**: Perfect Bound & Trimmed
- **Trim Size**: 10.5" x 12.25"  
  - **Live Area**: 9.75" x 11.5"
- **Bleed**: 10.75" x 12.5"

### Digital Ad Submission:

- PDF, EPS, TIFF files preferred. All fonts/images must be embedded.
- A press-ready-proof must accompany all ads, if one is not provided, Whitewall Publishing will not be held responsible for any errors, omissions reflow or color inaccuracy.

### Ad Unit Sizes: Ad sizes are shown in width x height

- **Full Page**
  - 9.75 x 11.5
- **JR Page**
  - 7 x 11.5
- **1/2V**
  - 4.75 x 11.5
- **1/2H**
  - 4.75 x 11.5

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<td>Hot Rod Stops Across America</td>
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<td>Electronic Overdrive Automatic Transmissions</td>
<td>Extra Distribution: Colorado Nationals, Lone Star Nationals</td>
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<td>Special Feature of the 1969 Camaro</td>
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<td>Hardware &amp; Fasteners</td>
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<td>Interior Upgrades</td>
<td>Extra Distribution: Indoor Car Shows</td>
<td>Space Closes: 12/20, Art Due: 1/3, Mail Date: 1/31</td>
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* Subject to change

**Goodguys Gazette / Content & Distribution**

**Extra Distribution:**
- Spring Lone Star Nationals, Spring Nationals, All American Get-Together, Del Mar Nationals
- North Carolina Nationals
- Nashville Nationals, Summer Get-Together
- Heartland Nationals
- Goodguys Nationals, Pacific Northwest Nationals
- Great Northwest Nationals, Great American Nationals, West Coast Nationals
- Colorado Nationals, Lone Star Nationals
- Kentucky Nationals, SEMA
- Autumn Get-Together, Southwest Nationals
- Indoor Car Shows
- Indoor Car Shows
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**Guide to the Ultimate Garage**

**Guide to Show Season & Event Essentials**

**Sound Systems & Modern Electronics**

**Sheetmetal Fabrication Tools**

**Electronic Overdrive Automatic Transmissions**

**Tri-5 Chevy Buyers Guide**

**Winterizing Your Hot Rod**

**Hardware & Fasteners**

**Steering Components**

**Interior Upgrades**

**Goodguys Gazette / Content & Distribution**

**GOODGUYS GAZETTE / CONTENT & DISTRIBUTION**

**GOODGUYS**
Timed laps around a parking lot of cones. Test your car, your driving skills and be around racers. Shootouts are done at each event for the top 16 cars. Season end “Duel in the Desert” is the championship of AutoCross and everyone comes to be part of the 32-car field and be named “AutoCrosser of the Year”.

GOODGUYS AUTOCROSS

2019 MARKETING KIT