

GOODGUYS GAZETTE CONTENT & DISTRIBUTION

ISSUE	EDITORIAL	DISTRIBUTION	DATES
APRIL 2018 EVENT COVERAGE: Southeastern Nationals '17 Autumn Get-Together '17	Safety & Security Equipment	EXTRA DISTRIBUTION: Spring Lone Star Nationals, Spring Nationals, All American Get-Together, Del Mar Nationals	SPACE CLOSURES: 1/19 ART DUE: 2/2 MAIL DATE: 2/23
MAY 2018 EVENT COVERAGE: Southwest Nationals '17	C10 Squarebody Truck Parts	EXTRA DISTRIBUTION: North Carolina Nationals	SPACE CLOSURES: 2/16 ART DUE: 3/2 MAIL DATE: 3/30
JUNE 2018 EVENT COVERAGE: Spring Lone Star Nationals Spring Nationals	Hot Rod Electronics	EXTRA DISTRIBUTION: Nashville Nationals Summer Get-Together	SPACE CLOSURES: 3/23 ART DUE: 4/6 MAIL DATE: 4/27
JULY 2018 EVENT COVERAGE: All American Get-Together Del Mar Nationals	Wheel Fitment, Backspacing, Alignment	EXTRA DISTRIBUTION: East Coast Nationals Heartland Nationals	SPACE CLOSURES: 4/20 ART DUE: 5/4 MAIL DATE: 5/25
AUGUST 2018 EVENT COVERAGE: North Carolina Nationals	Third-Generation Camaro Parts	EXTRA DISTRIBUTION: Goodguys Nationals Pacific Northwest Nationals	SPACE CLOSURES: 5/18 ART DUE: 6/1 MAIL DATE: 6/29
SEPTEMBER 2018 EVENT COVERAGE: Nashville Nationals Summer Get-Together	Street Rod Suspension	EXTRA DISTRIBUTION: Great Northwest Nationals West Coast Nationals	SPACE CLOSURES: 6/22 ART DUE: 7/6 MAIL DATE: 7/27
OCTOBER 2018 EVENT COVERAGE: East Coast Nationals Heartland Nationals	Engine Swap Parts Guide	EXTRA DISTRIBUTION: Colorado Nationals Lone Star Nationals	SPACE CLOSURES: 7/20 ART DUE: 8/3 MAIL DATE: 8/31
NOVEMBER 2018 EVENT COVERAGE: Goodguys Nationals	Wiring and Electrical	EXTRA DISTRIBUTION: Kentucky Nationals Southeastern Nationals, SEMA	SPACE CLOSURES: 8/24 ART DUE: 9/7 MAIL DATE: 9/28
DECEMBER 2018 EVENT COVERAGE: Pacific Northwest Nationals Great Northwest Nationals	GM G-Body Parts	EXTRA DISTRIBUTION: Autumn Get-Together Southwest Nationals	SPACE CLOSURES: 9/21 ART DUE: 10/5 MAIL DATE: 10/26
JANUARY 2019 EVENT COVERAGE: West Coast Nationals Hot Rod Week	Electronic Fuel Injection	EXTRA DISTRIBUTION: Indoor Car Shows	SPACE CLOSURES: 10/19 ART DUE: 11/2 MAIL DATE: 11/30
FEBRUARY 2019 EVENT COVERAGE: Colorado Nationals Kentucky Nationals	Glass, Seals and Weatherstripping	EXTRA DISTRIBUTION: Indoor Car Shows	SPACE CLOSURES: 11/23 ART DUE: 12/7 MAIL DATE: 12/28
MARCH 2019 EVENT COVERAGE: Lone Star Nationals Hall of Fame Tour	Road Trip Supplies and Tips	EXTRA DISTRIBUTION: Indoor Car Shows	SPACE CLOSURES: 12/21 ART DUE: 1/3 MAIL DATE: 1/31

GOODGUYS GAZETTE RATES • SPECS • SALES INFO

EFFECTIVE 12/1/17

2018 GAZETTE ADVERTISING RATES

Black & White

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	280	265	250	230
1/6	400	380	360	325
1/4	490	470	455	420
1/4 Column	490	470	455	420
1/3	710	675	650	600
1/2	1190	1160	1140	1100
JR Page	1310	1280	1260	1155
Full Page	2300	2180	2070	1880

Spot Color (Black & 1 Color)

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	510	490	480	460
1/6	630	610	590	560
1/4	720	700	685	650
1/4 Column	720	700	685	650
1/3	935	905	880	830
1/2	1420	1395	1375	1310
JR Page	1540	1505	1480	1375
Full Page	2530	2410	2300	2110

Full Color

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	850	840	830	810
1/6	980	955	940	905
1/4	1060	1040	1030	1000
1/4 Column	1060	1040	1030	1000
1/3	1280	1250	1230	1175
1/2	1760	1740	1720	1660
JR Page	1890	1860	1840	1730
Full Page	2880	2660	2645	2460
2 Pg Spread	3890	3860	3830	3560
Cover 2 & 3	4102	3955	3820	3475
Cover 4	4860	4650	4460	4105

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
- Onsert (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 website located at www.good-guys.com/gazette/read-the-digital-gazette

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

AD SPECS & SUBMISSION INFO

GAEA MCLAUGHLIN

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



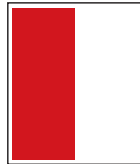

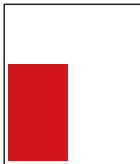

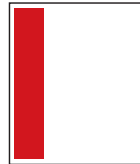
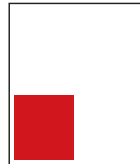

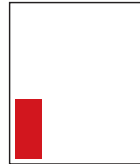
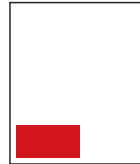
MECHANICALS & PRINTING SPECS

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 re-flow or color inaccuracy.

AD UNIT SIZES: AD SIZES ARE SHOWN IN WIDTH X HEIGHT

Full Page	Jr. Page	1/2V	1/2H
			
9.75 x 11.5	7 x 11.5	4.75 x 11.5	9.75 x 5.625
1/3V	1/3H	1/4 column	1/4V
			
4.625 x 7.5	7 x 5	2.25 x 11.5	4.625 x 5
1/6H	1/8V	1/8H	
			
4.625 x 3.75	2.25 x 5	4.625 x 2.375	

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.