

# 2012 Advertising Rates & Specifications

The APRA Global Connection has a worldwide circulation of more than 10,000 each month, and a pass along readership estimated at 50,000+. The Global Connection is the official, monthly publication of the Automotive Parts Remanufacturers Association. The newspaper features both technical and management articles and standing columns designed to inform and improve the operating efficiency of the individual businesses that comprise the professional automotive and truck remanufacturing industry.

## DEADLINES

**Ads Close:** 15th of the month preceding publication (i.e. December 15th for the January issue).

**Materials Due:** 15th of the month preceding publication (i.e. December 15th for the January issue)

## MATERIALS

**Electronic Files:** Include all supporting files. Preferred file format is Press/Print optimized Adobe Acrobat PDF. Secondary file formats are .eps, .ps and .tiff.

### ALL IMAGES AND FONTS MUST BE EMBEDDED

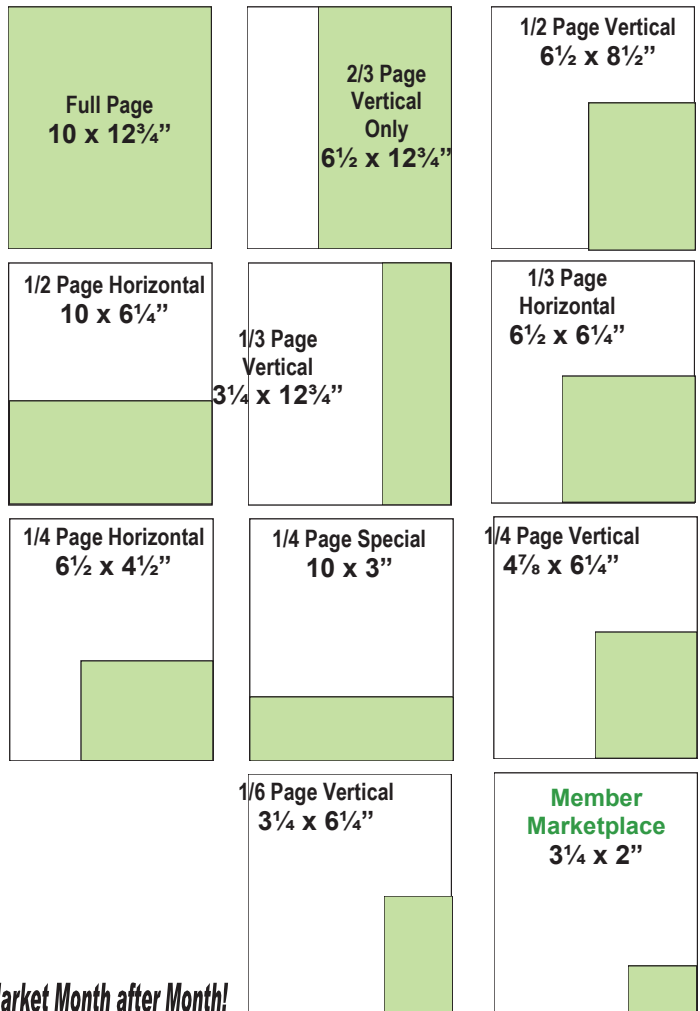
- For files over 1 meg, compress using WinZip (<http://www.winzip.com>)
- E-mail to Kirsten Kase at [kase@buyreman.com](mailto:kase@buyreman.com)

**Color Ads:** CMYK only. All RGB, Lab or Pantone images and text must be converted to CMYK.

**Resolution:** 200 dpi for halftones. 300 dpi for 4/C. Resolution should equal two times the line screen when scanning: 150 lpi = 300 dpi

Artwork must be .camera-ready. What you provide is what will be printed. **NO FAXED ARTWORK WILL BE ACCEPTED.**

*The Global Connection is the Industry Standard That Reaches Your Target Market Month after Month!*



## ADVERTISING RATES

SIZE	DIMENSIONS	1x	3x	6x	12x
Full	10 x 12 <sup>3</sup> / <sub>4</sub> "	\$1300	\$1275	\$1200	\$1050
2/3 Page Vertical	6 <sup>1</sup> / <sub>2</sub> x 12 <sup>3</sup> / <sub>4</sub> "	\$1000	\$975	\$900	\$775
1/2 Page Vertical	6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub> "	\$800	\$775	\$750	\$625
1/2 Page Horizontal	10 x 6 <sup>1</sup> / <sub>4</sub> "	\$800	\$775	\$750	\$625
1/3 Page Vertical	3 <sup>1</sup> / <sub>4</sub> x 12 <sup>3</sup> / <sub>4</sub> "	\$600	\$575	\$550	\$475
1/3 Page Horizontal	6 <sup>1</sup> / <sub>2</sub> x 6 <sup>3</sup> / <sub>4</sub> "	\$600	\$575	\$550	\$475
1/4 Page Vertical	4 <sup>7</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>4</sub> "	\$500	\$475	\$450	\$375
1/4 Page Horizontal	6 <sup>1</sup> / <sub>2</sub> x 4 <sup>1</sup> / <sub>2</sub> "	\$500	\$475	\$450	\$375
1/4 Page Special	10 x 3"	\$550	\$525	\$500	\$425
1/6 Page Vertical	3 <sup>1</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>4</sub> "	\$400	\$375	\$350	\$300
Business Card	3 <sup>1</sup> / <sub>4</sub> x 2"	\$200	\$175	\$100	\$80

## ADDITIONAL CHARGES

Back Page	Add 15%
Page 3	Add 10%
Center Pages	Add 10%
2 Color Blk + 1	\$200
4 Color CMYK	\$600

## SHIPPING INSTRUCTIONS & QUESTIONS

Space orders, ads, questions should be addressed to:

**Morris Spector**

Director of Marketing & Advertising  
203-288-1234 • 203-281-0316 Fax

[spector@buyreman.com](mailto:spector@buyreman.com)

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