

Ad Rates, Specifications & Deadlines

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

FRONT COVER, 4/COLOR

7-1/4"H x 6"W \$3,360

BACK COVER, 4/COLOR

Full Page Live: 9-7/8" x 7-1/4"
Trim: 10-7/8" x 8-3/8"
Bleed: 1/8" all around \$2,520

INSIDE FRONT or INSIDE BACK COVER

Full Page Live: 9-7/8" x 7-1/4"
Trim: 10-7/8" x 8-3/8"
Bleed: 1/8" all around; black & white \$1,260
With 4/color \$1,695

FULL-PAGE, BLACK & WHITE

9-7/8" x 7-1/4" Trim: 10-7/8" x 8-3/8"
Bleed: 1/8" all around \$825
With 4/color \$1,260

3/4-PAGE, BLACK & WHITE

Horizontal (7"h x 7-1/4"w) \$630
Vertical (9-5/8"h x 5-2/5"w) \$630
With 4/color \$1,065

1/2-PAGE, BLACK & WHITE

Horizontal (4-3/4"h x 7-1/4"w) \$450
Vertical (9-5/8"h x 3-5/8"w) \$450
Floating Half (5.25"w x 7.5"h) \$450
With 4/color \$885

1/3-PAGE BLACK & WHITE

Horizontal (3-1/4"h x 7-1/4"w) \$395
Vertical (10.25"h x 2.25"w) \$395
With 4/color \$790

1/4-PAGE BLACK & WHITE

Horizontal (2-1/4"h x 7-1/4"w) \$300
Vertical (4-3/4"h x 3-1/2"w) \$300
Floating Quarter (5.25"w x 7.5"h) \$300
With 4/color \$600

1/8-PAGE, BLACK & WHITE

Horizontal only (2-1/4"h x 3-1/2"w) \$165
With 4/color \$300

BUSINESS CARD-SIZED, BLACK & WHITE

Horizontal Only (2"h x 3.5"w) \$150
With 4/color \$275

CLASSIFIED ADS

..... \$20/line
Four line minimum, black & white only
Width approximately 3-1/2"

Advertisers Call:

Gary Thompson - Thompson Publications
(714) 671-0217
info@performancetradermagazine.com

Artwork to:

Sean Sloan - Open Interactive
(949) 722-6119
sean@open-interactive.com

***Ask me about web sites and Online Marketing!**

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	10/15	10/21	11/15

PAYMENT IS REQUIRED WITH AD PLACEMENT.

FAX YOUR CLASSIFIED ADS!

FAX (714) 671-4917

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
8.375" x 10.375"



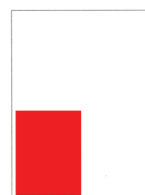
Full Page (bleed)
8.625" x 11.125"



1/2 Page Vertical
10.375" x 3.625"



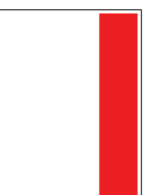
1/2 Page Horizontal
7.5" x 4.75"



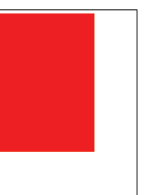
1/4 Page
3.625" x 4.875"



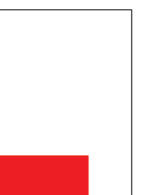
1/4 Pg. Horizontal
2.25" x 7.25"



Vertical 1/3 Page
2.5" x 10.25"



Floating 1/2 Page
5.25" x 7.5"



Floating 1/4 Page
5.25"W x 2.5"H