

**THE PARTS BOOK IS...
YOUR SOURCE
FOR PARTS AND
ATTACHMENTS**

- ✓ Distributed monthly to thousands of heavy equipment end-users, dealers and distributors internationally.
- ✓ Routed to appropriate decision-makers.
- ✓ Eye-catching format and top quality presentation ensures that each issue is read several times, not just once.
- ✓ Source Directory helps readers locate companies and sources fast.

**Created by
heavy equipment
advertising veterans
to help you...**

- 1) Consistently promote your products to your target market.
- 2) Enhance your company name recognition in the industry.
- 3) **HELP YOU SELL PARTS AND ATTACHMENTS!**

**"IT IS OUR CONTINUING
GOAL AND MISSION TO
BECOME THE "YELLOW
PAGES" OF THE PARTS
AND ATTACHMENTS
INDUSTRY."**

**Look what advertisers
are saying about
THE PARTS BOOK:**

"..... We get the most results for each dollar spent [in The Parts Book]. Keep up the good work....."
Rhonda Rhyne
Scorpion Equipment Services
McDonough, GA

".....We always ask customers where they got our number and The Parts Book is their usual response. Definitely the most bang for the buck - BAR NONE"
Rich Viggiano
Southern Tractor Service & Salvage
Davenport, FL

".....90% respond "I saw your ad in The Parts Book....Again, you're the best...."
Claire Nichols
AIS Engine Corp.
Grand Rapids, MI

**RESULTS...
THAT SPEAK
FOR THEMSELVES.**

**THE
PARTS BOOK**

**Publisher:
Todd Mason**

**Ph: 800-588-1915
Fax: 515-386-2502**

THE PARTS BOOK

**2012
Advertising
Rates**

NOW!
See Us On The Net!
Visit our Website at
www.thepartsbook.com

E-Mail: mason@thepartsbook.com
Web: www.thepartsbook.com
P.O. Box 190 • Jefferson, IA 50129

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2012 ADVERTISING RATES

Ad Size (Columns x Inches) (Call for Exact Specifications)	1 Month (Per Month)	4 Months (Per Month) (Per 4 Months)		12 Months (Per Month) (Annually)
		\$	\$	
2 PAGES	\$ 1,300	\$ 1,200	\$ 4,800	\$ 1,100 \$13,200
FULL PAGE (4x8)	700	650	2,600	600 7,200
4x7	675	625	2,500	565 6,780
4x6 OR 3x8	560	510	2,040	465 5,580
2/3 PAGE (3x7)	495	455	1,820	410 4,920
4x5	475	435	1,740	395 4,740
3x6	440	400	1,600	365 4,380
1/2 PAGE (4x4 OR 2x8)	395	360	1,440	330 3,960
3x5	375	340	1,360	315 3,780
2x7	360	330	1,320	300 3,600
3x4, 2x6 OR 4x3	320	290	1,160	265 3,180
1/3 PAGE (2x5)	265	240	960	220 2,640
3x3	235	215	860	200 2,400
1/4 PAGE (2x4, 1x8 OR 4x2)	210	190	760	175 2,100
1x7	200	180	720	170 2,040
1/6 PAGE (2x3, 1x6 OR 3x2)	165	150	600	140 1,680
1x5	140	125	500	115 1,380
1/8 PAGE (2x2, 1x4 OR 4x1)	115	105	420	95 1,140
1x3 OR 3x1	90	80	320	70 840
1x2 OR 2x1	65	55	220	50 600

PRIORITY PAGES (ALL PRIORITY PAGES INCLUDE 4-COLOR)

FRONT COVER	\$ 2,000	\$ 2,000	N/A	\$ 2,000	N/A
BACK COVER	1,500	1,500	N/A	1,500	N/A
PAGE 2	1,100	1,050	4,200	1,000	12,000
INSIDE BACK COVER	1,000	950	3,800	900	10,800
PAGE 3	1,000	950	3,800	900	10,800

BLACK & WHITE RATES ARE SHOWN UNLESS NOTED; ADD 25% FOR 4-COLOR ADS. ADD 5% FOR SPOT (YELLOW OR RED) COLOR ADS.

TERMS: NET: PAY WITHIN 30 DAYS OF PUBLISH DATE. ALL RATES ARE QUOTED IN U.S. FUNDS.

PREPAY DISCOUNTS: 10%: 1 MONTH 15%: 4 MONTHS 20%: 12 MONTHS MUST BE PREPAID ON OR BEFORE FIRST ISSUE PUBLISH DATE.

DISK-READY DISCOUNT: 15% DISCOUNT FOR 100% COMPATIBLE DISK-READY (MACINTOSH) Ad COPY - CALL FOR DETAILS

NOTE: ONLY 1 DISCOUNT PER AD.