

**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**

**THE  
PARTS  
BOOK**

**2018  
Advertising  
Rates**

**NOW!**  
**See Us On The Net!**  
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[www.thepartsbook.com](http://www.thepartsbook.com)

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P.O. Box 93088  
Des Moines, IA 50393

**Ph: 800-588-1915**

# THE PARTS BOOK

## 2018 ADVERTISING RATES

Ad Size (Columns x Inches) (Call for Exact Specifications)	1 Month	4 Months	12 Months
	(Per Month)	(Per Month) (Per 4 Months)	(Per Month) (Annually)
<b>2 PAGES</b>	\$ 1,300	\$1,200	\$ 4,800
<b>FULL PAGE (4x8)</b>	700	650	2,600
<b>4x7</b>	675	625	2,500
<b>4x6 OR 3x8</b>	560	510	2,040
<b>2/3 PAGE (3x7)</b>	495	455	1,820
<b>4x5</b>	475	435	1,740
<b>3x6</b>	440	400	1,600
<b>1/2 PAGE (4x4 OR 2x8)</b>	395	360	1,440
<b>3x5</b>	375	340	1,360
<b>2x7</b>	360	330	1,320
<b>3x4, 2x6 OR 4x3</b>	320	290	1,160
<b>1/3 PAGE (2x5)</b>	265	240	960
<b>3x3</b>	235	215	860
<b>1/4 PAGE (2x4, 1x8 OR 4x2)</b>	210	190	760
<b>1x7</b>	200	180	720
<b>1/6 PAGE (2x3, 1x6 OR 3x2)</b>	165	150	600
<b>1x5</b>	140	125	500
<b>1/8 PAGE (2x2, 1x4 OR 4x1)</b>	115	105	420
<b>1x3 OR 3x1</b>	90	80	320
<b>1x2 OR 2x1</b>	65	55	220
<b>PRIORITY PAGES (ALL PRIORITY PAGES INCLUDE 4-COLOR)</b>			
<b>FRONT COVER</b>	\$ 2,000	\$2,000	N/A
<b>BACK COVER</b>	1,500	1,500	N/A
<b>PAGE 2</b>	1,100	1,050	4,200
<b>INSIDE BACK COVER</b>	1,000	950	3,800
<b>PAGE 3</b>	1,000	950	3,800

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.