

THE PARTS BOOK

**2020
Advertising
Rates**

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

E-Mail: mason@thepartsbook.com
Web: www.thepartsbook.com
Mason Publishing Inc.
Publisher of The Parts Book
P.O. Box 1087
Ankeny, IA 50021

Ph: 800-588-1915

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 Rhyme
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

RESULTS... THAT SPEAK FOR THEMSELVES.

THE PARTS BOOK

**Publisher:
Todd Mason**

Ph: 800-588-1915

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."**

THE PARTS BOOK

2020 ADVERTISING RATES

Ad Size (Columns x Inches) (Call for Exact Specifications)	1 Month (Per Month)	4 Months		12 Months	
		(Per Month)	(Per 4 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.



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Your Source For Parts & Attachments

2020 ADVERTISING COPY DEADLINES

(All ad copy must be received in our office by the dates below)

ISSUE	COPY DEADLINE	PRINT DATE	MAIL DATE
January 2020.....	12-23-19	1-7-20.....	1-8-20
February 2020.....	1-27-20	2-4-20.....	2-5-20
March 2020.....	2-24-20	3-3-20.....	3-4-20
April 2020.....	3-23-20	4-7-20.....	4-8-20
May 2020.....	4-27-20	5-5-20.....	5-6-20
June 2020	5-26-20	6-2-20.....	6-3-20
July 2020.....	6-29-20	7-7-20.....	7-8-20
August 2020	7-27-20	8-4-20.....	8-5-20
September 2020	8-31-20	9-8-20.....	9-9-20
October 2020.....	9-28-20	10-6-20.....	10-7-20
November 2020	10-26-20	11-3-20.....	11-4-20
December 2020.....	11-30-20	12-8-20.....	12-9-20

*Please send ad copy to: **The Parts Book***

*Mailing Address: **PO Box 1087 • Ankeny, IA 50021***

*Phone: **(800) 588-2015***

*E-Mail: **mason@thepartsbook.com***

*Web: **www.thepartsbook.com***



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PAGE LAYOUT AND GRAPHIC FORMATS 2020

PAGE LAYOUT APPLICATIONS:

- High resolution .pdf, .jpg, .tif or .eps file preferred
(must have all fonts and images embedded)
(266 d.p.i. Resolution or Better - Please no low resolution)
- Adobe InDesign CS6 Mac
- All App's MAC preferred. PC format accepted but fonts will be substituted.

- INCLUDE ALL SCREEN & PRINTER FONTS
- INCLUDE ALL GRAPHICS SEPERATELY FROM AD LAYOUT
- LINK (DO NOT EMBED) GRAPHICS IN INDESIGN LAYOUTS
- COLOR GRAPHICS MUST BE CMYK FORMAT
 - .JPG, .TIF or .EPS (266 d.p.i. Resolution or Better - Please no low resolution)
- GRAYSCALE GRAPHICS:
 - .JPG, .TIF or .EPS (266 d.p.i. Resolution or Better - Please no low resolution)
- LINEART GRAPHICS: Bitmap 600 d.p.i. Resolution Preferred
- DISK FORMATS: CD-ROM, E-Mail

AD SIZES & DIMENSIONS:

FULL PAGE: 6 5/8" Wide x 7 7/8" High (Full Bleed Trim Size: 7 1/2" Wide x 8 3/4" High)

FRONT COVER: 6 5/8" Wide x 6 7/8" High

BACK COVER: 6 5/8" Wide x 6 1/2" High

1/2 PAGE (HORIZONTAL): 6 5/8" Wide x 3 7/8" High

1/2 PAGE (VERTICAL): 3 1/4" Wide x 7 7/8" High

1/3 PAGE: 3 1/4 " Wide x 4 7/8" High

1/4 PAGE: 3 1/4" Wide x 3 7/8" High

PLEASE CALL FOR OTHER AD SIZES

ADVERTISING DEADLINE: Last Monday of Each Month

PRINT/MAIL DATE: 1st Tuesday/Wednesday of Each Month

SEND AD COPY TO:

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ANKENY, IA 50021

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