

ULTIMATE DIESEL BUILDER'S GUIDE

2013

MEDIA KIT



ULTIMATE DIESEL BUILDER'S GUIDE

- How to Build Your Truck the Way You Want/Need It
- Tips and Tricks for Towing
- Simple Performance Upgrades
- Modification for Better Fuel Economy
- Newest Parts for Towing, Performance and MPG's

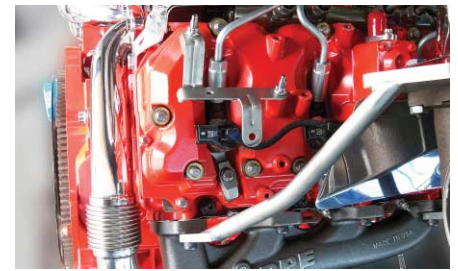
From the Editors of *Diesel World Magazine*

From the Editors of *Diesel World Magazine*, the *Ultimate Diesel Builder's Guide* is a complete, one-stop-shopping guide for building your diesel truck the way you want or need it. Whether you own a Ford, Chevy or Dodge diesel, the *Ultimate Diesel Builder's Guide* shows you all the tips and tricks the pros use for more power, improved fuel economy and better towing performance. The guide also features the latest parts for improved diesel performance and towing.

RESERVE YOUR ADS TODAY!
150,000 Copies distributed
(everywhere that Diesel World is sold)
On sale for 60 days



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ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
Spring	01/09/13	01/17/13	03/05/13
Summer	04/03/13	04/11/13	05/28/13
Fall	07/03/13	07/11/13	08/27/13
Winter	09/18/13	09/26/13	11/12/13

RATES

4 COLOR RATES

	1X	6X	12X
Full Page	\$3,400	\$3,060	\$2,550
2/3 Page	\$2,550	\$2,295	\$1,913
1/2 Page	\$1,913	\$1,722	\$1,435
1/3 Page	\$1,435	\$1,292	\$1,076
1/4 Page	\$1,076	\$968	\$807
1/6 Page	\$750	\$675	\$563
1/12 Page	\$500	\$450	\$375
2 Pg Spread	\$6,000	\$5,400	\$4,500
Cover 2	\$4,080	\$3,672	\$3,060
Cover 3	\$3,740	\$3,366	\$2,805
Cover 4	\$4,420	\$3,978	\$3,315



Short Cut-Off Ad Sizes and Specifications

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 8" x 10.75"

Material Requirements

- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett Media LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 8" x 10.75"

Standard Units	Width & Depth
Full page (live)	7" x 10"
Full page (Bleed)	8.25" x 11" (.125 all sides)
1/2 page (Horizontal)	7" x 4.875"
1/2 page (Vertical)	3.375" x 10"
11/3 page (Vertical)	2.25" x 10"
1/4 page (2 columns)	3.375" x 4.875"
1/8 page (1 column)	3.375" x 2.375"
1/16 page (1 column)	1.625" x 2.375"
Business Card Mag	2.5" x 1.25"
Business Card Book	3.687" x 1.875"
Promo Card Insert Ad	4.125" x 8.5"

*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

Magazine Trim Size:
8" x 10.75" deep

Full Page Bleed (all 4 sides):
8.25" x 11" deep

Non-bleed Spread:
16" x 10.75" deep

Full Bleed Spread
(all 4 sides):
16.25" x 11"
(Allow .25" for content in gutter)

Gabe Frimmel

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