

ISSUE	EDITORIAL	DISTRIBUTION	DATES
<b>APRIL 2021</b> <b>EVENT COVERAGE:</b> TBD	Inside AutoCross	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> LMC Truck Spring Lone Star Nationals	SPACE CLOSES: 1/22 ART DUE: 2/5 MAIL DATE: 2/26
<b>MAY 2021</b> <b>EVENT COVERAGE:</b> TBD	Crate Engines	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> FiTech Fuel Injection Spring Nationals Griot's Garage North Carolina Nationals	SPACE CLOSES: 2/19 ART DUE: 3/5 MAIL DATE: 3/26
<b>JUNE 2021</b> <b>EVENT COVERAGE:</b> LMC Truck Spring Lone Star Nationals,	Towing and Transport Safety	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> RaceDeck Salt Lake Nationals BASF Nashville Nationals Meguiar's All-Star Get-Together	SPACE CLOSES: 3/19 ART DUE: 4/2 MAIL DATE: 4/30
<b>JULY 2021</b> <b>EVENT COVERAGE:</b> FiTech Fuel Injection Spring Nationals	Metal Cutting and Welding Tools	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Speedway Motors Heartland Nationals	SPACE CLOSES: 4/23 ART DUE: 5/7 MAIL DATE: 5/28
<b>AUGUST 2021</b> <b>EVENT COVERAGE:</b> Griot's Garage North Carolina Nationals RaceDeck Salt Lake Nationals	Aftermarket Steel Bodies	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Summit Racing Nationals Griot's Garage Pacific Northwest Nationals	SPACE CLOSES: 5/21 ART DUE: 6/4 MAIL DATE: 6/25
<b>SEPTEMBER 2021</b> <b>EVENT COVERAGE:</b> BASF Nashville Nationals Meguiar's All-Star Get-Together	Guide to '90s Trucks	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> CCP Great Northwest Nationals Grundy Insurance Great American Nationals West Coast Nationals	SPACE CLOSES: 6/18 ART DUE: 7/2 MAIL DATE: 7/30
<b>OCTOBER 2021</b> <b>EVENT COVERAGE:</b> Speedway Motors Heartland Nationals	Air Suspension Systems	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Colorado Nationals Summit Racing Lone Star Nationals Meguiar's Del Mar Nationals	SPACE CLOSES: 7/23 ART DUE: 8/6 MAIL DATE: 8/27
<b>NOVEMBER 2021</b> <b>EVENT COVERAGE:</b> Summit Racing Nationals	Lighting Upgrades	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> SEMA	SPACE CLOSES: 8/20 ART DUE: 9/3 MAIL DATE: 9/24
<b>DECEMBER 2021</b> <b>EVENT COVERAGE:</b> Griot's Garage Pacific Northwest Nationals Great Northwest Nationals	Gauges and Instruments	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Autumn Get-Together Speedway Motors Southwest Nationals	SPACE CLOSES: 9/17 ART DUE: 10/1 MAIL DATE: 10/29
<b>JANUARY 2022</b> <b>EVENT COVERAGE:</b> West Coast Nationals Hot Rod Week	Forced Induction Systems	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Indoor Car Shows	SPACE CLOSES: 10/22 ART DUE: 11/5 MAIL DATE: 11/26
<b>FEBRUARY 2022</b> <b>EVENT COVERAGE:</b> Grundy Collector Car Insurance Great American Nationals Colorado Nationals	Shocks and Coil-Overs	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Indoor Car Shows	SPACE CLOSES: 11/19 ART DUE: 12/3 MAIL DATE: 12/31
<b>MARCH 2022</b> <b>EVENT COVERAGE:</b> Summit Racing Lone Star Nationals Hall of Fame Road Tour	Braking Components	<b>EXTRA DISTRIBUTION:</b> <b>NEWSSTAND</b> Indoor Car Shows	SPACE CLOSES: 12/23 ART DUE: 1/7 MAIL DATE: 1/28

## 2021 GOODGUYS ADVERTISING PRINT RATES

### Black & White

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	280	265	250	230
1/6	400	380	360	325
1/4	490	470	455	420
1/4 Column	490	470	455	420
1/3	710	675	650	600
1/2	1190	1160	1140	1100
Full Page	2300	2180	2070	1880

### Full Color

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	850	840	830	810
1/6	980	955	940	905
1/4	1060	1040	1030	1000
1/4 Column	1060	1040	1030	1000
1/3	1280	1250	1230	1175
1/2	1760	1740	1720	1660
Full Page	2880	2660	2645	2460
2 Pg Spread	4320	3990	3967	3690
Cover 2 & 3	4102	3955	3820	3475
Cover 4	4860	4650	4460	4105

Included with your print advertisement you also receive exposure digitally to over 100,000+ additional viewers annually through the Goodguys Digital Gazette.

### ADVERTISING SALES DEPARTMENT

MADS BUCK • 518.495.0703 • madsb@good-guys.com

SADIE VAIL • 925.218.9152 • sadiev@good-guys.com

JASON SNYDER • 310.466.1823 • jasons@good-guys.com

JAMIE SA • 925.218.9151 • jamies@good-guys.com

### GOODGUYS ROD & CUSTOM ASSOCIATION

1071 Serpentine Lane, Pleasanton, CA 94566 • Fax: 925.226.7045

www.good-guys.com

### AD SPECS & SUBMISSION INFO

GAEA MCLAUGHLIN • 925.218.9132

advertising@good-guys.com

### MECHANICALS & PRINTING SPECS

**PRINTING:** Web Offset **BINDING:** Perfect Bound & Trimmed

**TRIM SIZE:** 9" x 10.875" **LIVE AREA:** 8.125" x 9.75"

**BLEED:** 9.25" x 11.125"

### DIGITAL AD SUBMISSION:

PDF, EPS, TIFF files preferred. All fonts/images must be embedded. A press ready-proof must accompany all ads, if one is not provided, Whitewall Publishing will not be held responsible for any errors, omissions, re-flow, or color inaccuracy.

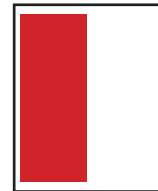
**AD UNIT SIZES: AD SIZES ARE SHOWN IN WIDTH X HEIGHT**

FULL PAGE



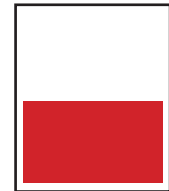
8.125" x 9.75"

1/2V



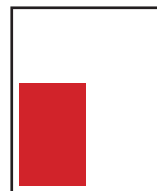
3.875" x 9.75"

1/2H



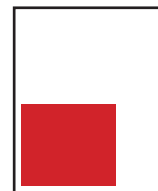
8.125" x 4.75"

1/3V



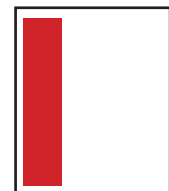
3.875" x 6"

1/3H



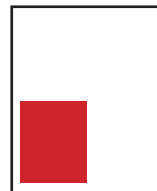
5.5" x 4.75"

1/4 Column



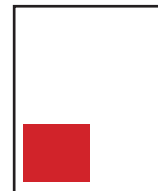
2.25" x 9.75"

1/4V



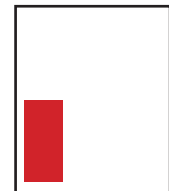
3.875" x 4.75"

1/6H



3.875" x 3.375"

1/8V



2.25" x 4.75"

**POLICIES:** CREDIT: Payment in advance until credit is approved. TERMS: 2% cash discount for advertising paid in advance of publication. Credit accounts, payable on receipt of invoice, net 30 days. RATES: Publisher reserves right to change advertising rates and conditions with 60 day notice. COPY: Publisher's liability for any error shall not exceed actual space cost. CONTRACTS: MUST BE SIGNED AND APPROVED. Unfulfilled agreements maybe short-rated to earned rate. DISCOUNTS: Available to recognized advertising agencies. Advertising placed by an agency contracts them for payment of services and space ordered.