Founded in 1983 by Gary and Marilyn Meadors of Alamo, California, Goodguys Rod & Custom Association has grown into the world’s largest association devoted to hot rods and customs, tricked out trucks, mighty muscle cars and regal classics sprawled throughout lush fairgrounds, super speedways and large outdoor stadiums.

With over 70,000 active global members, Goodguys is dedicated to the preservation and growth of the hard-core hot rodding community. Our commitment to our members, partners and fans is second to none — and the result is Goodguys earning the distinction as America’s Favorite Car Show!

To produce the finest automotive events while publishing credible and entertaining media content that celebrates our passion for the great American car culture, bringing together Cool Cars, Cool People and Good Times!
## 2020 Event Schedule

### March

- **March 13-15, 2020**
  - **10th LMC Truck Spring Lone Star Nationals**
  - Texas Motor Speedway - Fort Worth, TX
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

- **March 20-22, 2020**
  - **11th Spring Nationals**
  - WestWorld of Scottsdale - Scottsdale, AZ
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

- **March 28 & 29, 2020**
  - **38th All American Get-Together**
  - Alameda County Fairgrounds - Pleasanton, CA
  - Featuring All Years of American Made or Powered Hot Rods, Customs, Classics, Muscle Cars and Trucks, Goodguys AutoCross, Indoor Car Show, Vendors, Swap Meet and Cars 4 Sale Corral.

### April

- **April 3-5, 2020**
  - **20th Meguiar's Del Mar Nationals**
  - Del Mar Fairgrounds - Del Mar, CA
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Indoor Car Show, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

- **April 24-26, 2020**
  - **6th North Carolina Nationals**
  - Presented by Griot’s Garage
  - North Carolina State Fairgrounds - Raleigh, NC
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Saturday Night Demolition Derby, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

### June

- **June 12-14, 2020**
  - **15th Nashville Nationals**
  - Nissan Stadium - Nashville, TN
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

### July

- **July 3-5, 2020**
  - **29th Speedway Motors Heartland Nationals**
  - Iowa State Fairgrounds - Des Moines, IA
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral, Saturday Night Fireworks Extravaganza and All American Sunday.

- **July 10-12, 2020**
  - **23rd Goodguys PPG Nationals**
  - Ohio Expo Center - Columbus, OH
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

- **July 24-26, 2020**
  - **33rd Pacific Northwest Nationals**
  - Presented by Griot’s Garage
  - Washington State Fair Events Center - Puyallup, WA
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Indoor Car Show, Vendors, Swap Meet, Cars 4 Sale Corral, Friday Night Vintage Drags at Pacific Raceways and All American Sunday.

### August

- **August 7-9, 2020**
  - **19th Great Northwest Nationals**
  - Spokane County Fair & Expo Center - Spokane, WA
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Indoor Car Show, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

- **August 14-16, 2020**
  - **2nd Grundy Insurance Great American Nationals**
  - York Expo Center - York, PA
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral and All American Sunday.

### September

- **September 11-13, 2020**
  - **23rd Colorado Nationals**
  - Presented by Griot’s Garage
  - The Ranch Events Complex - Loveland, CO
  - Featuring Hot Rods, Customs, Classics, Muscle Cars and Trucks thru '87, Goodguys AutoCross, Vendors, Swap Meet, Cars 4 Sale Corral, Track Cruise and All American Sunday.

### November

- **November 14 & 15, 2020**
  - **31st Autumn Get-Together**
  - Alameda County Fairgrounds - Pleasanton, CA
  - Featuring All Years of American Made or Powered Hot Rods, Customs, Classics, Muscle Cars and Trucks, Goodguys AutoCross, Demolition Derby, Indoor Car Show, Vendors, Swap Meet and Cars 4 Sale Corral.

Goodguys Schedule as of 10/23/19. All dates subject to change.

© 2020 Goodguys Enterprises, Inc.
This one’s a definite keeper! Printed once a year, the Goodguys Yearbook is distributed to every participant registering a vehicle at each event. It’s a photographic retrospective of events and happenings from the previous year that boasts more than 150 pages of dynamic photography printed on high-quality stock. This is a coffee table-style book that will give your marketing message year-round exposure.

- Get your brand message to thousands of active event participants.
- Reach enthusiasts and professionals where they turn for project ideas.
- Experience lasting exposure – top production quality will keep this on the bookshelf for years.

MAGAZINE  (GOODGUYS GAZETTE)

The Goodguys Gazette is a monthly, full-color, mega-sized magazine that delivers directly to 70,000 Goodguys members – passionate car enthusiasts and do-it-yourselfers who are active and influential in the hobby. The Gazette also reaches top hot rod shops, car builders, manufacturers, and retailers. A dynamic editorial mix of event coverage, industry news, shop tours, tech guides, and personality profiles makes this a must-read monthly idea book and an ideal vehicle advertising your products and services.

- Advertise with an engaged audience that typically spends more than an hour with each issue.
- Reach a potential 182,000 enthusiasts with digital viewership and pass-along readers.
- Give your message staying power – more than half our readers keep most issues.
### Digital / Social Marketing

#### Editorial
Our award winning Goodguys editorial team publishes a constant stream of stories annually to our Fueled News channel. Exclusive event galleries, personality profiles, shop tours, buyers guides, tech articles, car features and other exciting content appears nearly every day!

#### Re-Targeting
We’ve got technology in our hip pocket! Through our re-targeting efforts, your ad will not only translate shoppers into buyers, your digital ad will “follow” your customers to the other websites they visit while online. This has proven to be the most effective tool in boosting sales.

#### Newsletters
Distributed to more than 250,000 subscribers, Goodguys “G-News” is our monthly newsletter packed with company news, event promotions, event recaps and previews of the coming issue of the Goodguys Goodtimes Gazette. “Club GG” is our monthly “Members-Only” newsletter filled with exclusive content and promotions that is sent out to over 50,000 current Members. And, we also send multiple geo-targeted newsletters to subscribers in our regional event markets promoting our individual shows!

#### Websites
**Goodguys.com**
Online since the mid-90s, good-guys.com is the online home of the Goodguys Rod & Custom Association. From event schedules, to event registration, AutoCross rules, giveaway promotions and the popular “Fueled News” section, the website attracts in excess of 4.5 million visitors annually.

**FuelCurve.com**
Fuelcurve.com is where man and machine intersect. With a blend of incredible images, videos, prose and podcasts, gearheads of all ages will find the content they crave on our digital pages. The best journalists and photographers in the world live here. Through their pictures and words, they paint award-winning photo essays. Powered by the Goodguys Rod & Custom Association, Fuel Curve will entertain, inform and excite you.

#### Social Media
With close to 400,000 followers across Facebook, Instagram and Twitter, Goodguys social media is engaging and informative with great imagery and videos. Fun promotions and live event updates are also featured giving visitors the engaging content they crave.

`@GOODGUYSSRODANDCUSTOM`

`@GOODGUYS`

`#GOODGUYS20`
EXPERIENTIAL MARKETING

VENDOR SPACE

Present and display your company’s product(s) or services to the live event spectators and participants throughout the Event Series.

GOODIE BAGS

Get your company’s message directly into the hands of the registered live event participants! All registered participants at Goodguys events receive a complimentary “goodie bag.”

BANNERS

Display your company’s logo and brand identity on a 8’x2.5’ banner in high-traffic areas at Goodguys live events throughout the Event Series.

GOODGUYS 2020 MEDIA KIT

PA ANNOUNCEMENTS

Broadcast your branding or “call-to-action” message to help drive customers to your booth at the Goodguys live events.

CHOICE PRODUCTS

This is a unique, cost-effective opportunity to promote your product or service. As part of the Choice Product Giveaway Program, your product is displayed in a video at a Goodguys display booth at each event. Random drawings take place throughout each event to award participants with products in the program. Goodguys provides additional Choice Product Giveaway marketing to maximize product exposure, including coverage in the Goodguys magazine, public address announcements, event promotional flyers and event schedules.

ADDITIONAL MARKETING OPPORTUNITIES

- Event Tickets
- Event Spectator and Registered Participant Guides
- New Product Showcase
- How-To Product Seminars
- Goodguys All American Sunday
- Music Stage Sponsorships
- Giveaway Car Product Inclusion
- Annual Wall Calendar
Goodguys AutoCross is one of our fastest growing event attractions on the schedule. This is your opportunity to get your brand in front of hundreds of racers & thousands of event spectators. Shootouts are done at each event for the top 16 cars. Season end “Duel in the Desert” is the championship of AutoCross and everyone comes to be a part of the 32-car field and race their way to be named “AutoCrosser of the Year”.

Photo of a race car on a track with cones.
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<th>ISSUE</th>
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*EDITORIAL CALENDAR SUBJECT TO CHANGE

REV. 10-18-19
**2020 Gazette Advertising Rates**

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<td>Full Page</td>
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Included with your print advertisement you also receive exposure digitally to over 100,000+ additional viewers through the Goodguys Digital Gazette.

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**Advertising Sales Department**

**Clint Petree**
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**Michael Diaz**
michaeld@good-guys.com
1071 Serpentine Lane • Pleasanton, CA 94566
Ph: (925) 218-9153 • Fax: (925) 831-8564

**AD Specs & Submission Info**

**Gaea Mclaughlin**
advertising@good-guys.com
1071 Serpentine Lane • Pleasanton, CA 94566
Ph: (925) 218-9132 • Fax: (925) 831-8564

**Mechanicals & Printing Specs**

**Printing:** Web Offset  **Binding:** Perfect Bound & Trimmed
**Trim Size:** 10.5” x 12.25”  **Live Area:** 9.75” x 11.5”
**Bleed:** 10.75” x 12.5”

**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**

**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.