

GOODGUYS™

Rod & Custom Association

GET A JUMP ON 2025!

RESERVE YOUR YEARBOOK SPACE NOW



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.

GOODGUYS YEARBOOK

AD SIZE	2024 RATE
1/6	\$650
1/4	\$950
1/3	\$1,300
1/2	\$1,800
2/3	\$2,300
Full	\$3,000
2pg spread	\$4,500
Cv2	\$4,200 SOLD
Cv3	\$4,200 SOLD
Cv4	\$4,800 SOLD

DEADLINES

Space Reservation: December 6, 2024
Artwork Due: January 10, 2025

ADVERTISING SALES DEPARTMENT

SADIE VAIL Account Executive, Sales & Partnerships
 sadiev@good-guys.com • (510) 259-8699

MADS BUCK Account Executive, Sales & Partnerships
 madsb@good-guys.com • (518) 495-0703

MECHANICALS & PRINTING SPECS

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

TRIM SIZE: 8" x 10.875"

LIVE AREA: 7" x 9.875"

BLEED: 8.25" x 11.125"

DIGITAL AD SUBMISSION:

PDF, EPS, JPEG Files preferred.

All fonts/images must be embedded.

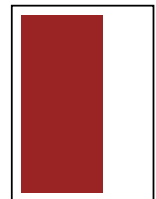
AD UNIT SIZES:

Ad Sizes are shown in Width" x Height"

FULL PAGE



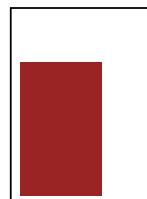
2/3 PAGE



7" x 9.875"

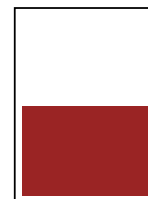
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1/2 PAGE V



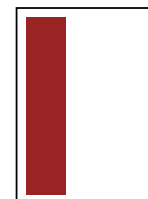
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1/2 PAGE H



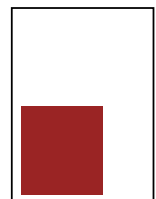
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1/3 PAGE V



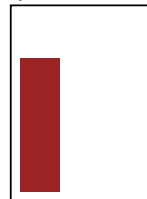
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1/3 PAGE H



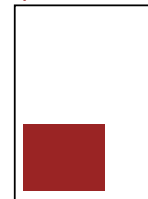
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1/4 PAGE V



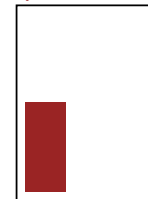
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1/4 PAGE H



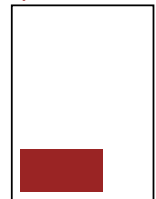
4.625" x 3.75"

1/6 PAGE V



2.25" x 5"

1/6 PAGE H



4.625" x 2.375"



2025 YEARBOOK

AD SIZE RATE \$

Name: _____ Phone: _____ Company: _____

Signature: _____ Date: _____

TERMS: POLICIES CREDIT: Payments in advance until credit is approved. TERMS: 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.

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