

THE AUTOMOTIVE BOOSTER MAGAZINE

RATE CARD NUMBER 24 - Effective January 1, 2008

The Automotive Booster of California is distributed to members of the Automotive Booster Clubs and others in the automotive parts aftermarket including jobbers, manufacturer's representative, warehouse-distributors, installers, and manufacturers throughout California and the West. It is published by KAL Publications Inc., 559 South Harbor Blvd., Suite A, Anaheim, CA 92805 • Phone 714-563-9300. • Fax 714-563-9310 • www.kalpub.com
 Editor/Publisher: Kathy Laderman. Administrator: Karen Laderman.

ADVERTISING RATES

BLACK AND WHITE RATES: (Per insertion)

Space Unit	Mechanical requirement	1 time	2 times	4 times
2 page spread	16 1/8 x 9 5/8"	\$1,225	\$1,075	\$900
1 page	7 5/8 x 9 5/8"	650	550	475
2/3 page	(2 col) 5 x 9 5/8"	450	410	375
1/2 page horizontal	(3 col) 7 5/8 x 4 5/8"	415	375	325
1/2 page vertical	3 3/4 x 9 5/8"	415	375	325
1/2 page island	(2 col) 5 x 7 1/8"	415	375	325
1/3 page horizontal	(3 col) 7 5/8 x 3 1/4"	325	300	275
1/3 page vertical	(1 col) 2 1/2 x 9 5/8"	324	300	275
1/3 page island	(2 col) 5 x 4 3/4"	325	300	275
1/4 page horizontal	(3 col) 7 5/8 x 2 1/2"	300	275	250
1/4 page island	3 3/4 x 5"	300	275	250
Business card	Standard business card (3 1/2" x 2")	75	75	75
1 column inch	2 1/2 x 1"	50	45	40

COLOR RATES: (Per insertion, in addition to black and white space cost)

4-color process.....\$400. Color rate is the same for spot color or 4-color artwork. Customer to provide artwork files in CMYK color space.

CLASSIFIED ADVERTISING

\$5.00 per line, minimum three lines. Box numbers add \$20.00.

ADDITIONAL INFORMATION

CATALOG/PAMPHLET INSERTIONS: Multiple insertion options are available. Please inquire for details. Pricing varies according to weight, size, and special requests. Customers are responsible for the production and delivery of all materials to our mailer. Material deadline on day of printing.

COVERS AND SPECIAL POSITIONS: Available by contract only. Contact publisher for availability and pricing.

COMPOSITION: Composition will be charged at \$60 per hour. Drawings or photographs will be made upon order and charged at cost. Time permitting, proofs will be furnished on request for all copy to be set.

TECHNICAL REQUIREMENTS: The Automotive Booster of California is a magazine-sized publication with three-column pages, each column 2 1/2" (14.5 picas) wide. It is printed directly from electronic file at 175 linescreen (350 dpi). Advertisements must be submitted electronically in Adobe CS, Photoshop, Illustrator, or InDesign formats for the Macintosh. Call to inquire about other formats. Please submit artwork via e-mail or CD-ROM and include all ad copy, graphics and fonts. It is advisable to provide all graphical artwork in TIFF or EPS file format.

LATE CANCELLATION OF SPACE: Cancellation of ad space within 5 business days of issue day will be assessed a 50% charge of the total ad cost.

LATE FEES: A late fee of 10% of the total invoice will be levied against all accounts unpaid beyond 30 days from date of invoice.

GENERAL RATE POLICY: If, as, and when new rates are announced, contract advertisers will be protected at their contract rates for 90 days after the effective date of the new rate. Orders beyond three months will be accepted at rates prevailing. Advertisers will be short-rated if, within a 12-month period from the date of the first insertions they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than at which they had been billed.

SHIPPING INSTRUCTIONS: Space orders, contracts, instructions, proofs, and copy may be e-mailed to sales@kalpub.com or should be addressed to: The Automotive Booster of California, 559 South Harbor Blvd., Suite A, Anaheim, CA 92805.

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2008 INSERTION ORDER FORM

Company: _____
 Contact Name: _____
 Address: _____
 City/State/Zip: _____

Phone Number: _____
 Fax Number: _____
 E-mail: _____
 Cell/Direct: _____

2008 EDITORIAL CALENDAR

Issue:	Winter 2008	Spring 2008	Summer 2008	Fall 2008	Winter 2009
Space Saved:	1-28-08	3-20-08	5-24-08	8-27-08	11-19-08
Copy/Art Due:	2-04-08	3-27-08	5-28-08	9-03-08	11-26-08
Press:	2-11-08	4-03-08	6-04-08	9-10-08	12-03-08

Insertion Date	Ad Size	Color Added	Price	Multiple Discount	Description or Ad Title
Winter 2008	<input type="checkbox"/> Bus. Card <input type="checkbox"/> 1/2 PG <input type="checkbox"/> 1/4 PG <input type="checkbox"/> Full PG <input type="checkbox"/> 1/3 PG <input type="checkbox"/> Other _____				
Spring 2008	<input type="checkbox"/> Bus. Card <input type="checkbox"/> 1/2 PG <input type="checkbox"/> 1/4 PG <input type="checkbox"/> Full PG <input type="checkbox"/> 1/3 PG <input type="checkbox"/> Other _____				
Summer 2008	<input type="checkbox"/> Bus. Card <input type="checkbox"/> 1/2 PG <input type="checkbox"/> 1/4 PG <input type="checkbox"/> Full PG <input type="checkbox"/> 1/3 PG <input type="checkbox"/> Other _____				
Fall 2008	<input type="checkbox"/> Bus. Card <input type="checkbox"/> 1/2 PG <input type="checkbox"/> 1/4 PG <input type="checkbox"/> Full PG <input type="checkbox"/> 1/3 PG <input type="checkbox"/> Other _____				
Winter 2009	<input type="checkbox"/> Bus. Card <input type="checkbox"/> 1/2 PG <input type="checkbox"/> 1/4 PG <input type="checkbox"/> Full PG <input type="checkbox"/> 1/3 PG <input type="checkbox"/> Other _____				

- See Advertising Rate card for ad sizes, costs, and multiple insertion discounts.
- Late cancellation (within five business days of press) will be assessed a 50% charge of the total cost.

Signature: _____ Date: _____