

**ADVERTISER BONUS:** ENHANCE YOUR PRINT AD with video, audio, augmented reality, and slideshows, making your ad in our digital edition completely interactive. Our readers will also be able to share pages with other decision makers and influencers via email, Facebook, LinkedIn, Twitter or click straight through to link to your website. FREE with your print ad in magazine.

## ROP DISPLAY RATES & SIZES

## FREQUENCY

AD UNIT SIZE	OPEN	3X+
 <b>2 PAGE SPREAD</b> trim size 15-3/4 x 10-3/4, Live Area 1/2" inside trim, Full Page Bleed, add 1/8" all sides past trim	\$10,000	\$8,995
 <b>FULL PAGE</b> trim size 7-7/8 x 10-3/4 Live Area 1/2" inside trim Full Page Bleed, add 1/8" all sides past trim	\$6,462	\$5,385
 <b>1/2 PAGE HORIZONTAL</b> 7 x 5	\$3,300	\$2,895
 <b>1/2 PAGE VERTICAL</b> 3-3/8 x 10		
 <b>1/2 PAGE ISLAND</b> 4-1/2 x 7-1/2		
 <b>1/3 PAGE HORIZONTAL</b> 7 x 3-5/16	\$2,900	\$2,595
 <b>1/3 PAGE VERTICAL</b> 2-1/8 x 10		
 <b>1/3 PAGE ISLAND</b> 4-1/2 x 5		
 <b>1/4 PAGE HORIZONTAL</b> 7 x 2-1/2	\$2,200	\$1,695
 <b>1/4 PAGE VERTICAL</b> 3-3/8 x 5		
 <b>1/4 PAGE SQUARE</b> 4-1/2 x 3-3/4		
 <b>1/6 PAGE HORIZONTAL</b> 4-1/2 x 2-1/2	\$1,800	\$1,295
 <b>1/6 PAGE VERTICAL</b> 2-1/8 x 5		



## PREFERRED POSITIONS AVAILABLE UPON REQUEST:

Second cover, third cover, fourth cover, center spread, consecutive fractional units, other preferred positions

Electronic File Transfer:


<http://files.babcox.com/>

Questions: 330.670.1234 x284

Kelly McAleese - [kmcaleese@babcox.com](mailto:kmcaleese@babcox.com)

## PRINT & DIGITAL ADVERTISING TERMS & CONDITIONS

[www.babcox.com/site/advertising-info/terms/](http://www.babcox.com/site/advertising-info/terms/)



2 col x 2.5" (1/6 page)

1 col x 8"

1 col x 1.5"

1 col x 2.75"

2 col x 1.5"

1 col x 10" (1/3 page)

### CLASSIFIED RATES & SIZES

Rates are per column-inch, per insertion:

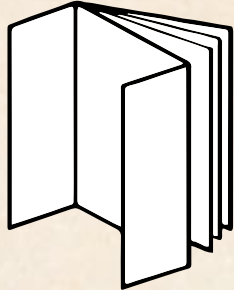
Ad size	Frequency			
	1x	3x	6x	12x
1" - 5"	\$103	\$98	\$94	\$89
6" - 10"	\$96	\$92	\$89	\$83
11" - 15"	\$91	\$87	\$83	\$78

Contact: 330.670.1234 x224  
Jennifer Hazen - [jhazen@babcox.com](mailto:jhazen@babcox.com)

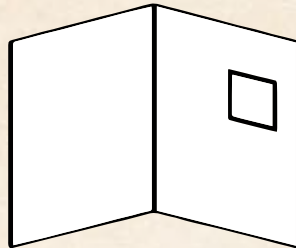
Display classified advertising units do not serve as rate holders and are not subject to agency commission. Payment is required with order.

## UNIQUE ADVERTISING OPPORTUNITIES

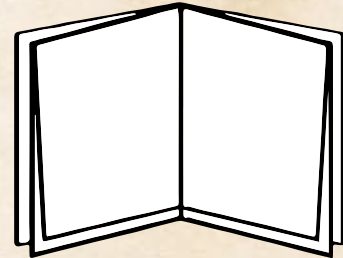
Contact your **Engine Builder** representative for more information and rates.



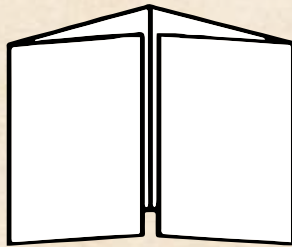
French Gate Cover



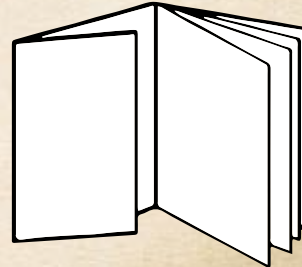
Label Aire Post-It



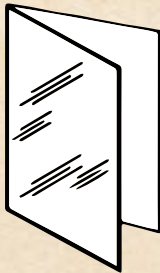
Poster



8-Page Gate



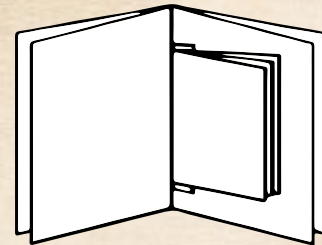
6-Page Cover Gate



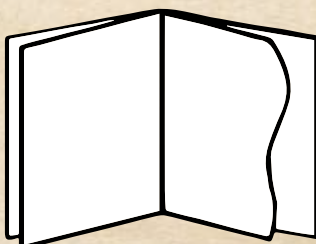
UV Coating



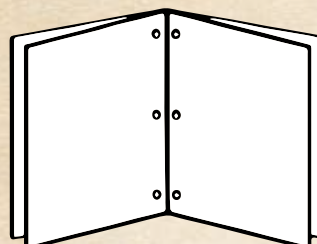
Polybag



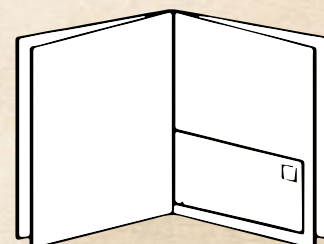
8-Page Insert Book



Insert with Die Cut



3- or 5-Hole Drilling



Reply Card