



# Advertising Rate Card

Since 1983 Chrysler Power has set the pace for Mopar devotee enthusiasm. Before that Roland Osborne had founded the National Hemi Owners Association in 1975 and Mopar Muscle in 1978, followed by Chrysler Performance Parts Association in late 1979. All the major Mopar oriented events like Indy, Columbus, Englishtown, Carlisle, Woodley, Farmington, Rockingham etc, Osborne had some sort of hand in.

When he founded Chrysler Power Magazine in 1983 it was by sheer determination and passion. There was no road map for a Mopar magazine and Chrysler Power Magazine set the pace and the benchmark for advertising, subscriptions and newsstand sales. It doesn't take a rocket scientist to figure out just how hard it was to put 100,000 copies of an all Chrysler magazine on the newsstands let alone that Chrysler Power set the pace for five other Mopar magazines to spring up years later throughout the late '80's.

Today Chrysler Power continues to set the bar-and that's high! Un-ashamedly "Family Friendly," Chrysler Power has forged back into the forefront just a few short months after it re-emerged from a 13 year hiatus due to a major tragedy. Phenomenal subscription interest, tremendous advertiser loyalty, complete new newsstand efforts with the original newsstand circulation company Curtis, and stories by the finest and most articulate Mopar story tellers on the planet, Chrysler Power powered back... May we humbly say a grateful "thank you."

Boasting over 100,000 viewers, using Facebook, twitter, Pininterest, you tube, internet, radio, tv and print circulation statistics, please check out our new ad rates before they rise again. Circulation drives ad rates and with Curtis' aggressive newsstand, subscription and internet circulation efforts, these rates won't hold... get on contract now... ads@chryslerpower.com



Four Color — Rates per issue			
	1 Issue	3 Issues	6 Issues
1/12 Page	\$200	\$182	\$172
1/6 Page	379	347	328
1/3 Page	756	690	649
1/2 Page	1003	913	862
2/3 Page	1128	1030	971
1 Page	1252	1142	1075
Back Cover	SOLD OUT FOR 2018		
Inside Fr Cover	1713	1571	1471
Inside Bk Cover	1644	1499	1414

### Mechanical Requirements:

**Full Page Bleed** (all 4 sides) 8 1/4" x 11" deep (keep live matter centered per page to: 7 1/4" x 10")  
**Non Bleed** is 7 1/4" x 10"

### Magazine Trim Size

8" x 10 3/4" deep

### Four Color, B&W, Ad Files:

Digital File on CD or web access (yousendit.com) 300 dpi  
 PDF or TIFF in CMYK or Grayscale.

**Mail CD files to:** CP, PO Box 790, Quinlan, TX 75474

Send your large files to [adfiles@chryslerpower.com](mailto:adfiles@chryslerpower.com).

### Terms:

Due at *print date*. Net 30 Days available upon approved credit. All major credit cards accepted.

### Unit Sizes — Non Bleed

2/3 Page (2 columns)	4 3/4" x 10" deep	1/3 Page (2 columns)	4 3/4" x 4 3/4" deep
1/2 Page (3 columns)	7 1/4" x 4 7/8" deep	1/6 Page (1 column)	2 1/4" x 4 3/4" deep
1/2 Page (2 columns)	4 3/4" x 7" deep	1/6 Page (2 columns)	4 3/4" x 2 3/4" deep
1/3 Page (1 column)	2 1/4" x 10" deep	1/12 Page (1 column)	2 1/4" x 2 3/8" deep

### Production Schedule

2018-19	Reservation Date	Material Deadline	Magazine Sale Date
Mar/Apr Issue	01-05-18	01-15-18	02-13-18
May/Jun Issue	03-02-18	03-13-18	04-17-18
Jul/Aug Issue	05-03-18	05-14-18	06-12-18
Sep/Oct Issue	07-03-18	07-16-18	08-14-18
Nov/Dec Issue	09-04-18	09-17-18	10-16-18
Jan/Feb 19 Issue	11-02-18	11-19-18	12-18-18