



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, and stories by the finest and most articulate Mopar story tellers on the planet. Our print magazine is also available as an internet "virtual flip magazine. Your print ad also appears in our internet "virtual flip magazine" with a hyperlink to your website.

Circulation drives ad rates and with our distribution outlets constantly growing, subscription and internet circulation efforts, these rates won't hold... lock in your rate now... ads@chryslerpower.com



Four Color — Rates per issue			
	1 Issue	3 Issues	6 Issues
1/12 Page	\$150	\$114	\$93
1/6 Page	126	260	246
1/3 Page	190	168	145
1/2 Page	300	255	210
2/3 Page	400	336	252
1 Page	500	425	350
Back Cover	1 SOLD OUT FOR 2021		
Inside Fr Cover	750	638	525
Inside Bk Cover	650	553	455

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:

Upload Digital File through web access (wetransfer.com)
300 dpi PDF or TIFF in CMYK or Grayscale.

Send your large files to 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			
2021	Reservation Date	Material Deadline	Magazine Sale Date
Jan/Feb Issue	11-09-20	11-23-20	12-21-20
Mar/Apr Issue	01-11-21	01-25-21	02-22-21
May/Jun Issue	03-08-21	03-22-21	04-26-21
Jul/Aug Issue	05-10-21	05-24-21	06-21-21
Sep/Oct Issue	07-12-21	07-26-21	08-23-21
Nov/Dec Issue	09-13-21	09-20-21	10-25-21