



# 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."

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

**Mechanical Requirements:**  
**Full Page Bleed** (all 4 sides) 8.25" x 11" deep (keep live matter centered per page to: 7.25" x 10")

**Magazine Trim Size:**  
8" x 10 3/4" deep

**Four Color Ad Files:**  
Digital File 300 dpi PDF or TIFF in CMYK or Grayscale. We recommend sending digital files (up to 50mg) over the internet using WeTransfer.com. Use the email admin@retromagazine.com.

**Terms:**  
Due at press time. A PDF file will be emailed showing your ad placement along with your invoice. An electronic invoice will be emailed and payable by any major credit card or PayPal unless other arrangements are made.

A complimentary copy of the printed magazine will be mailed at time of shipping.

<p>2/3 Page (vertical) 4.8" x 9.8"</p>	<p>1/2 Page (horizontal) 7.24" x 4.8"</p>								
<p>1/2 Page (vertical) 4.8" x 7.3"</p>	<p>1/3 Page (square) 4.8" x 4.8"</p>								
<p>1/3 Page (vertical) 2.3"x9.8"</p>	<p>1/6 Page (horizontal) 4.8" x 2.4"</p>								
<p>1/4 Page (horizontal) 4.8" x 3.62"</p>	<table border="1"> <tr> <td>Marketplace (horizontal) 3.5" x 2.1"</td> <td>Marketplace (horizontal) 3.5" x 2.1"</td> </tr> <tr> <td>Marketplace (horizontal) 3.5" x 2.1"</td> <td>Marketplace (horizontal) 3.5" x 2.1"</td> </tr> <tr> <td>Marketplace (horizontal) 3.5" x 2.1"</td> <td>Marketplace (horizontal) 3.5" x 2.1"</td> </tr> <tr> <td>Marketplace (horizontal) 3.5" x 2.1"</td> <td>Marketplace (horizontal) 3.5" x 2.1"</td> </tr> </table>	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"	Marketplace (horizontal) 3.5" x 2.1"
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Unit Sizes — Non Bleed			
Full Page	7.24" x 10" deep	2/3 Page (vertical)	4.77" x 9.8" deep
1/2 Page (horizontal)	7.24" x 4.8" deep	1/2 Page (vertical)	4.77" x 7.3" deep
1/3 Page (square)	4.8" x 4.8" deep	1/3 Page (vertical)	2.3" x 9.8" deep
1/4 Page (horizontal)	4.8" x 3.62" deep	1/4 Page (vertical)	3.58" x 4.8" deep
1/6 Page (horizontal)	4.8" x 2.4" deep	1/6 Page (vertical)	2.3" x 4.8" deep
Marketplace (horizontal)	3.5" x 2.1" deep		

## ADVERTISING RATES

Four Color Premium Ad Space — Rates per issue						
	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
4th Cover – Back Cover	850	<del>599</del> <b>SOLD OUT FOR 2023</b>			647	600
2nd Cover – Inside Fr Cover	750	694	638	610	567	525
Page 3 – Across from Inside Fr	750	694	638	610	567	525
3rd Cover – Inside Bk Cover	650	602	553	528	492	455

Four Color — Rates per issue						
	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
Marketplace	105	95	85	75	65	55
1/6 Page	146	136	126	116	108	98
1/4 Page	241	231	221	211	199	189
1/3 Page	305	295	285	275	265	255
1/2 Page	400	391	381	361	355	340
2/3 Page	431	421	411	409	400	390
1 Page	550	540	530	520	510	500

Production Schedule			
2023	Reservation Date	Material Deadline	Magazine Sale Date
Jan/Feb Issue	11-09-22	11-23-22	12-21-22
Mar/Apr Issue	01-11-23	01-25-23	02-22-23
May/Jun Issue	03-08-23	03-22-23	04-26-23
Jul/Aug Issue	05-10-23	05-24-23	06-21-23
Sep/Oct Issue	07-12-23	07-26-23	08-23-23
Nov/Dec Issue	09-13-23	09-20-23	10-25-23