

apra

Automotive Parts
Remanufacturers Association

Media Kit 2019 Advertising & Sponsorship Opportunities

PRINT

The print media kit includes several items:

- REMAN CONNECTION** magazine cover (Issue 3 - 2018) featuring a blue background with a chain and a red shipping container.
- 2017 Membership Directory** cover with the APRA logo.
- 2017 Big R Show Show Guide** cover for the Las Vegas event (October 28-30, 2017), featuring a 'Welcome to Fabulous Las Vegas Nevada' sign and logos for sponsors like Ironex, ARMEC, and The Recycler Core Company, Inc.

DIGITAL

The digital media kit includes several items:

- A screenshot of the **apra** website homepage, showing navigation links and a featured magazine cover.
- A screenshot of the **apra E-CONNECTION** newsletter, featuring an article about the 2017 Big R Show registration.
- A screenshot of a social media post from APRA, announcing that ATP Industries Group Ltd. is honored by Ford at the 19th Annual World Excellence Awards.

TRADE SHOW

**INTERNATIONAL
BIG R Show 2019**
The World of Remanufacturing

October 30–November 2, 2019
Las Vegas, Nevada

CONTENTS

PRINT ADVERTISING	3
REMAN Connection Magazine Ads	4
APRA Membership Directory	5
Print Deadlines, Artwork Submission, Contacts	6
Print Ad Sizes and Dimensions	7
DIGITAL ADVERTISING	8
APRA Website Ads	9
E-Connection Newsletter Ads	10
Digital Deadlines, Artwork Submission	11
Digital Ad Dimensions	11
BIG-R SHOW SPONSORSHIPS	12
AD INSERTION ORDER FORM	13

PRINT ADVERTISING

APRA offers advertising in three professionally printed publications each year:

- The REMAN Connection magazine—published four times per year
- The APRA Membership Directory—published Spring 2020
- APRA's BIG-R International Show Guide*

Each of these publications is distributed to a targeted group of leaders and decision makers in the automotive remanufacturing industry who keep and reference these materials throughout the year.

*The 2019 BIG-R Show Guide will be included in the September issue of the REMAN Connection magazine. More details at www.apra.org or contact kripli@apra.org

2019

REMAN CONNECTION MAGAZINE

DESCRIPTION



REMAN Connection, APRA’s official magazine, is a full-color magazine printed four times a year. The APRA magazine is distributed digitally to over 8,000 industry leaders. A print copy is mailed to all APRA members in the US and Canada, as well as all the primary APRA contacts internationally (over 2,000 addresses).

Issue 1 - March

Issue 2 - June

Issue 3 - September

Issue 4 - December

See page 6 and 7 for dimensions, deadlines and submission information.

2019 MONTHLY ADVERTISING RATES

			APRA MEMBER	NON- MEMBER
AD SIZE	DIMENSIONS INCHES	DIMENSIONS PIXELS	RATE	RATE
OUTSIDE BACK COVER*	8.625" x 11.125"	2588 x 3338	\$1,200.00	\$1,800.00
INSIDE FRONT COVER*	8.625" x 11.125"	2588 x 3338	\$1,150.00	\$1,725.00
INSIDE BACK COVER*	8.625" x 11.125"	2588 x 3338	\$1,050.00	\$1,575.00
FULL PAGE	7.5" x 10"	2250 x 3000	\$990.00	\$1,485.00
1/2 PAGE VERTICAL	3.75" x 10"	1125 x 3000	\$650.00	\$975.00
1/2 PAGE HORIZONTAL	7.5" x 5.0"	2250 x 1500	\$650.00	\$975.00
1/3 PAGE HORIZONTAL	7.5" x 3.5"	2250 x 1050	\$450.00	\$675.00
1/4 PAGE VERTICAL	3.75" x 5.0"	1125 x 1500	\$360.00	\$540.00
BUSINESS CARD SIZE	3.50" x 2.00"	1050 x 600	\$175.00	\$262.50

NO EXTRA CHARGE FOR COLOR!

NOTES

*Covers are available on a first come, first served basis.

Dimensions include .125" bleed.

See pages 6-7 for dimensions, deadlines, and submission information.

2020

APRA MEMBERSHIP DIRECTORY

DESCRIPTION



The 2020 APRA Membership Directory will be printed in Spring of 2020 and mailed to all APRA member company contacts. The directory is also available for purchase by non-members. This publication, the most comprehensive in the remanufacturing industry, is a full-color professionally produced directory with detailed contact information for each member company and its personnel.

See page 6 and 7 for dimensions, deadlines and submission information.

2020 MEMBERSHIP DIRECTORY ADVERTISING RATES

AD SIZE	DIMENSIONS INCHES	DIMENSIONS PIXELS	RATE
OUTSIDE BACK COVER*	8.625" x 11.125"	2588 x 3338	\$1,500.00
INSIDE FRONT COVER*	8.625" x 11.125"	2588 x 3338	\$1,000.00
INSIDE BACK COVER*	8.625" x 11.125"	2588 x 3338	\$900.00
FULL PAGE	7.5" x 10"	2250 x 3000	\$800.00
1/2 PAGE VERTICAL	3.75" x 10"	1125 x 3000	\$450.00
1/2 PAGE HORIZONTAL	7.5" x 5.0"	2250 x 1500	\$450.00
1/3 PAGE HORIZONTAL	7.5" x 3.5"	2250 x 1050	\$400.00
1/4 PAGE VERTICAL	3.75" x 5.0"	1125 x 1500	\$275.00
LOGO BY YOUR COMPANY LISTING	.50" high	150 high	\$200.00

NO EXTRA CHARGE FOR COLOR!

NOTES

* There is only one ad available for the back and inside covers. These items are available on a first come, first served basis.

See pages 6-7 for dimensions, deadlines, and submission information.

DEADLINES

REMAN Connection Magazine

	INSERTION DEADLINE	ARTWORK DUE
Mar Issue	Feb 1	Feb 8
Jun Issue	May 1	May 8
Sep Issue	Aug 1	Aug 8
Dec Issue	Nov 1	Nov 7

APRA Membership Directory

Feb 3, 2020	Feb 20, 2020
-------------	--------------

BIG-R Show Guide

Aug 1	Aug 8
-------	-------

ARTWORK SUBMISSION

AD GUIDELINES

MATERIALS

- Include all supporting files.
- Preferred file format is press-optimized PDF with all fonts embedded.
- Secondary file formats accepted are .psd, .eps, .tif or .jpg
- All images must be high resolution—300dpi minimum.
- For color ads please send CMYK images. We can accept RGB images but will have to convert them to CMYK. Some color fidelity may be lost during the conversion.

SEND TO

Send all materials to wesg@apra.org

QUESTIONS?

For questions about ad composition and art requirements contact:

Wes Grueninger (844) 442-0227 wesg@apra.org

For questions about ad rates or ad sales contact:

Joe Kripli (703) 968-2772 kripli@apra.org

AD SIZES

REMAN Connection Ads
Membership Directory Ads
BIG-R Show Guide Ads



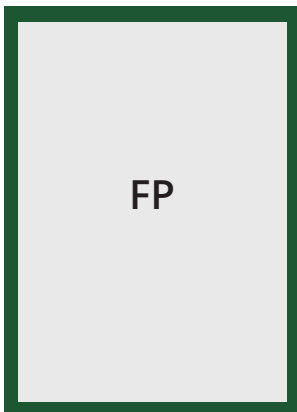
INSIDE FRONT COVER
8.625" by 11.125"



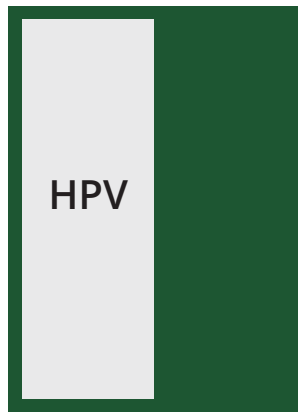
INSIDE BACK COVER
8.625" by 11.125"



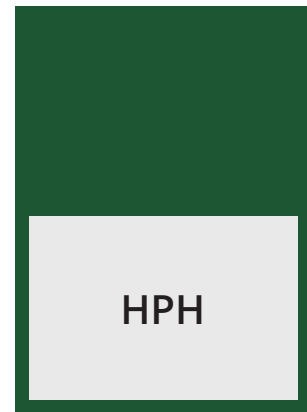
OUTSIDE BACK COVER
8.625" by 11.125"



FULL PAGE
7.5" by 10"



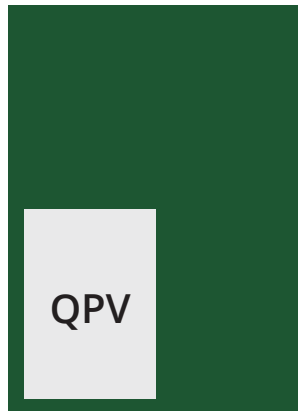
HALF PAGE VERTICAL
3.75" by 10"



HALF PAGE HORIZONTAL
7.5" by 5"



1/3 PAGE HORIZONTAL
7.5" by 3.5"



1/4 PAGE VERTICAL
3.75" by 5"



BUSINESS CARD
3.25" by 2"

NOTE: Dimensions shown are in inches (width by height).

DIGITAL ADVERTISING

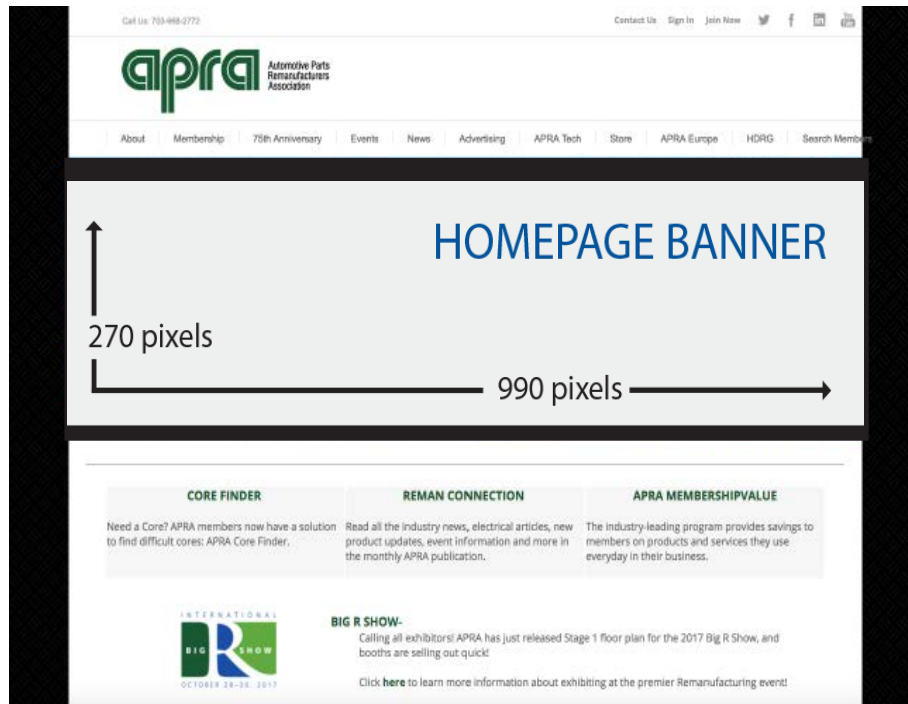
Promote your business by advertising on one of APRA's digital spaces. The Association's website is the digital headquarters for the Reman Industry.

APRA offers advertising in two online digital spaces:

- The APRA Website for 24/7 advertising
- The APRA E-Connection monthly email newsletter

Don't miss out on the opportunity for your company to be noticed on the website that industry leaders look to for resources.

APRA WEBSITE ADS



DESCRIPTION

Build your brand and gain maximum exposure by advertising on www.apra.org! The Association's website is the digital headquarters for the Reman Industry.

See page 11 for dimensions and ad submission information.

RATES

Rotating (alternating)
Homepage Banner

Event Page
Banner
(Exclusive)

Member Price

\$850

\$500

Non Member Price

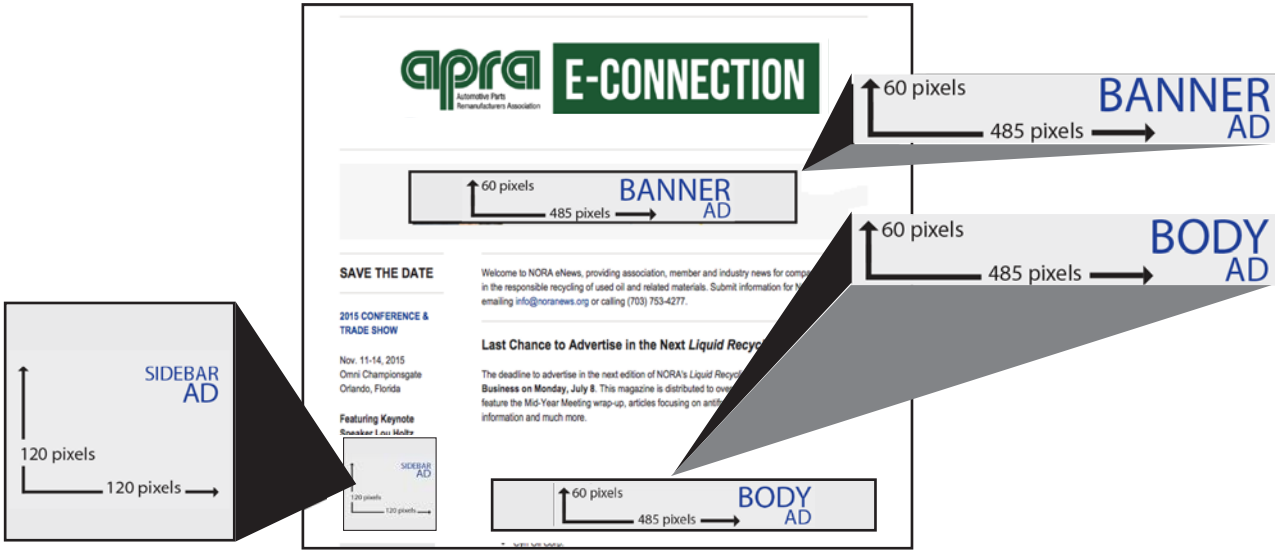
\$3160

N/A

NOTES

Prices for rotating homepage banner are for three months of ad space. Event Page Banners are available first come, first served. Only one available per event page. You may also purchase digital ads using the "Store" link at www.apra.org.

APRA E-CONNECTION ADS



DESCRIPTION

Advertise your company to over 7,000 industry leaders in the APRA E-Connections, published 12 times each year. This online publication is emailed to every sector of the remanufacturing industry, including core suppliers, remanufacturers, supplier/vendors and more. Your ad will always be visible to members and non-members in the APRA E-Connections archive.

See page 11 for dimensions and submission information.

MEMBER RATES

	Banner Ad (only 1 per issue)	Main Body Ad	Sidebar Ad
Single Issue	<input type="checkbox"/> \$100	<input type="checkbox"/> \$80	<input type="checkbox"/> \$50
Quarterly (3 Issues—saves 20%)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$125

NOTES You may also purchase digital ads using the “Store” link at www.apra.org
 Non-Members purchase price is above price X2.
 There is only one banner ad per issue—first come first served.

DEADLINES

E-CONNECTION	INSERTION DEADLINE	ARTWORK DUE	EMAIL PUBLISH DATE
	Jan 2nd 2019	Jan 8th 2019	Jan 15th 2019
	Feb 1st 2019	Feb 8th 2019	Feb 15th 2019
	March 1st 2019	March 8th 2019	March 15th 2019
	April 1st, 2019	April 9th, 2019	April 16th, 2019
	May 1st, 2019	May 8th, 2019	May 15th, 2019
	June 3rd, 2019	June 10th, 2019	June 17th, 2019
	July 1st, 2019	July 8th, 2019	July 15th, 2019
	August 1st, 2019	August 8th	August 15th, 2019
	Sept. 2nd, 2019	Sept. 9th, 2019	Sept. 16th, 2019
	October 1st, 2019	October 8th, 2019	October 15th, 2019
	November 1st, 2019	November 8th, 2019	November 15th, 2019
	December 2nd, 2019	December 19th, 2019	December 16th, 2019

DIGITAL DIMENSIONS

APRA Website Ads
E-Connection Ads

APRA WEBSITE ADS

(as shown on page 9)

HOMEPAGE BANNER

Banner: 990 by 270 pixels
Sidebar: 168 by 98 pixels

SUBPAGE BANNER

168 by 98 pixels

E-CONNECTION ADS

(as shown on page 10)

BANNER

485 by 60 pixels

SIDEBAR

120 by 120 pixels

MAIN BODY

485 by 60 pixels

ARTWORK SUBMISSION

Ad image files should be emailed to wesg@apra.org.

If you want your ad to direct viewers to a specific webpage when clicked, be sure to include the URL for the target webpage.

BIG-R SHOW SPONSORSHIPS

Gain exposure for your company at the premier remanufacturing event of the year—The International BIG-R Show. Even those who do not attend the event may be sponsors.

Sponsorship of APRA's BIG-R show supports your industry and promotes your business.

Your sponsorship will be publicized:

- On the APRA website including a link to your company's website
- In the REMAN Connection magazine which is distributed to 8,000 industry leaders.
- In the BIG-R Show Guide* which is distributed at each trade show and also posted online.
- On signage at the show.

Detailed information will be available in August 2019.

Contact wesg@apra.org with any questions.

*The 2019 BIG-R Show Guide will be included in the September issue of the REMAN Connection magazine. More details at www.apra.org or contact kripli@apra.org

AD INSERTION ORDER FORM

PRINT ADS (please submit a separate form for each publication)

Select Publication: <input type="checkbox"/> REMAN Connection <input type="checkbox"/> APRA Membership Directory <input type="checkbox"/> BIG-R Show Guide	
Ad Size: <input type="checkbox"/> FP <input type="checkbox"/> HPH <input type="checkbox"/> HPV <input type="checkbox"/> TPH <input type="checkbox"/> QPV <input type="checkbox"/> BC	Cover Ad: <input type="checkbox"/> Inside Front <input type="checkbox"/> Inside Back <input type="checkbox"/> Outside Back
Select Months to Run: <input type="checkbox"/> MARCH <input type="checkbox"/> JUNE <input type="checkbox"/> SEPTEMBER <input type="checkbox"/> DECEMBER	
Notes:	

DIGITAL ADS

<input type="checkbox"/> APRA Website Home Page Banner
<input type="checkbox"/> E-Connection Banner (circle months desired) <input type="checkbox"/> E-Connection Body <input type="checkbox"/> E-Connection Sidebar
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
Notes:

CONTACT INFO

Name	Title	
Company		
Address	City	State
Zip		
Phone	Email	

PAYMENT OPTIONS

Total Amount Due \$ _____ All payments are in US Dollars, drawn on US Bank.

Check (payable to APRA) American Express Visa MasterCard

Name on Card	Signature	
Card Number	Exp. Date	Security Code
Billing Street Number & Zip (if different than above)	Email to send receipt (if different than above)	

SUBMIT YOUR ORDER

Paperwork may be scanned and emailed to marketing@apra.org. Do not email credit card info. Indicate form of payment:

- Faxed to (703) 968-2772
- Phoned in to Wes Grueninger at (844) 442-0227
- Mailed to 1602 Belle View Blvd - 3097 Alexandria VA 22307-6531
- Will pay online: following processing of paperwork, a secure payment link will be emailed to you