

PRINT AND ONLINE!

# MULTI-MEDIA PROGRAMS

# 2011



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Professional **TOOL &**  
**EQUIPMENT** NEWS

# EDITORIAL CALENDAR



	Product Spotlight	Q&A Column	Special Reports	Innovation Awards	Webcasts	Bonus Distribution
<b>January/February</b> Editorial Deadline: 12/29/10 Ad Close: 01/05/11 Materials Deadline: 01/13/11 Planned Mail Date: 02/04/11	Racing Specialty Tools	Telematics				MATCO
RACING ISSUE						
<b>March</b> Editorial Deadline: 01/25/11 Ad Close: 02/01/11 Materials Deadline: 02/09/11 Planned Mail Date: 03/04/11	Specialty Tools	Hybrid		Nominee Announcement Part 1	Electrical	Cornwell
<b>April</b> Editorial Deadline: 02/23/11 Ad Close: 03/02/11 Materials Deadline: 03/10/11 Planned Mail Date: 04/01/11	Hand Tools	A/C	Automotive Lifts	Nominee Announcement Part 2		Equipment & Tool Institute
<b>May — AdQ Study</b> Editorial Deadline: 03/25/11 Ad Close: 04/01/11 Materials Deadline: 04/11/11 Planned Mail Date: 05/03/11	Personal Gear	Diagnostic/ Inspection Tools				
<b>June</b> Editorial Deadline: 04/25/11 Ad Close: 05/02/11 Materials Deadline: 05/10/11 Planned Mail Date: 06/02/11	Fluid Exchange Equipment	TPMS/ Tire Service			Undercar	VISION
<b>July</b> Editorial Deadline: 05/25/11 Ad Close: 06/01/11 Materials Deadline: 06/09/11 Planned Mail Date: 07/01/11	Power Tools	Electrical				
TOOL & EQUIPMENT DIRECTORY ISSUE						
<b>August</b> Editorial Deadline: 06/28/11 Ad Close: 07/05/11 Materials Deadline: 07/13/11 Planned Mail Date: 08/04/11	Tire & Wheel Service	Brake Service			Underhood	
<b>September</b> Editorial Deadline: 07/27/11 Ad Close: 08/03/11 Materials Deadline: 08/11/11 Planned Mail Date: 09/02/11	Shop Equipment	Chemicals				
<b>October</b> Editorial Deadline: 08/26/11 Ad Close: 09/02/11 Materials Deadline: 09/13/11 Planned Mail Date: 10/05/11	Oil, Lube & Engine Service	Repair Info	Body Shop Tools & Equipment	Award Winner Announcement		AAPEX/ SEMA/ NACE
<b>November/December</b> Editorial Deadline: 10/17/11 Ad Close: 10/31/11 Materials Deadline: 11/08/11 Planned Mail Date: 12/02/11	Electrical	Leak Detection			Import Car Service	MAC

## Q&A COLUMN

Our editors and special guests will field questions from techs about tools and provide valuable feedback on proper usage to improve repair efficiency.

## IN THE SHOP

This feature story will present the best peer practices on how shops effectively purchase, organize and use tools and equipment. Nearly 92% of PTEN subscribers tell us that having the right tools in the box helps increase their billable hours. This feature will show how this is done by showcasing shops from around the country.

## TOOL REVIEWS

PTEN's tool reviews help techs with their purchase decisions by giving 'real tech' viewpoints on tools and equipment. Each review features one tool underscored by tech comments who 'test drove' the tool in the repair bay.

## BIG TIME BOXES

This reader favorite shows 'big boxes' that subscribers submit from around the country. Biggest is certainly best; it seems techs are building larger boxes every month. This feature continues giving technicians ideas on how to organize their tools to optimize their productivity.



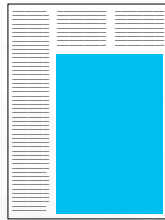
## 2011 Print

	1x	6x	10x	18x	24x
<b>Spread</b>	\$31,415	\$26,465	\$23,830	\$19,950	\$17,200
<b>FP</b>	\$18,480	\$15,570	\$14,020	\$11,735	\$10,120
<b>2/3</b>	\$14,465	\$12,575	\$10,975	\$9,445	\$7,920
<b>1/2</b>	\$11,990	\$10,325	\$8,875	\$7,720	\$6,565
<b>1/3</b>	\$7,590	\$6,525	\$5,515	\$4,835	\$4,155
<b>1/4</b>	\$6,105	\$5,190	\$4,515	\$3,930	\$3,340

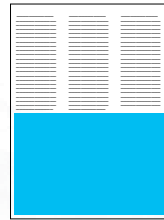
**Product Showcase:** \$1,995

### Black & White Deduct

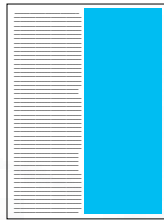
<b>FP</b>	\$2,345
<b>2/3 &amp; 1/2</b>	\$1,450
<b>1/3 &amp; 1/4</b>	\$995



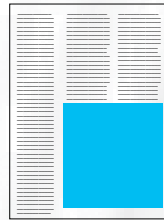
One-half Page Island  
4 5/8" x 7 3/8"



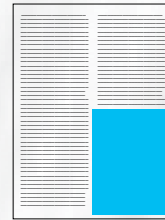
One-half Page Horizontal  
7" x 4 1/2"



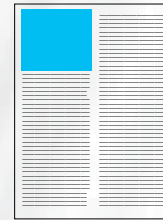
One-half Page Vertical  
3 3/8" x 10"



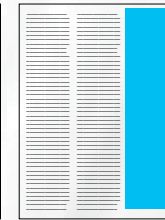
One-third Page Square  
4 9/16" x 4 7/8"



One-fourth Page  
3 3/8" x 4 7/8"



Product Showcase  
3 1/2" x 3 1/8"



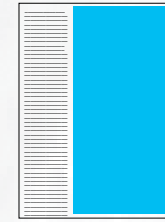
One-third Page Vertical  
2 3/8" x 10"



Two-Page Spread  
Live: 14 1/4" x 10 1/4"  
Trim: 15 1/2" x 10 3/4"  
Bleed: 16" x 11"



Full Page  
Live: 7 3/4" x 10 1/4"  
Trim: 7 3/4" x 10 3/4"  
Bleed: 8" x 11"



Two-thirds Page Vertical  
4 9/16" x 10"

## 2011 Interactive Rates

### Website Advertising

	Size	20K	40K	50K +	
Leaderboard	CPM	728x90	\$99	\$94	\$89
Skyscraper	CPM	160x600	\$94	\$89	\$84
Skyscraper	CPM	120x600	\$89	\$84	\$79
Banner Ads	CPM	468x60	\$40	\$35	\$29
Button	CPM	120x120	\$35	\$30	\$25

### Weekly Newsletter

		3 Months	6 Months	12 Months
Leaderboard	Per Month	\$2,450	\$2,325	\$2,100
Skyscraper	Per Month	120x600 \$2,250	\$2,150	\$1,925
Banner	Per Month	468x60 \$1,250	\$1,175	\$1,065
Button	Per Month	120x120 \$1,050	\$900	\$700

### Online Product Guide

Per Year	Tier 1	\$5,900
Per Year	Tier 2	\$3,500
Per Year	Featured Listing	\$1,500

### eProduct Showcase

Per Blast	\$1,995
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### eMail Blasts

CPM	Full List	\$235/1x	\$205/3x	\$175/6x
CPM	Partial List	\$450/1x	\$375/3x	\$325/6x

### Digital Edition

Front Cover	Per Issue	Advertiser	\$495	\$425	\$350
		NonAdvertiser	\$750	\$675	\$595
Embedded Video in Ad			\$495		

## Interactive Ad Sizes

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis. To develop a customized online marketing solution, contact the publisher at 920-563-1640.

## Maximum file size

- **Banner**  
16k animated Gif or Jpeg, 35k rich Media
- **Leaderboard, Sponsorship or Skyscraper**  
30K Animated GIF or JPEG, 50K Rich Media
- **Button**  
10K Animated GIF or JPEG, 25K Rich Media

100,100 Shop owners and technicians read Professional Tool & Equipment News first to learn about automotive aftermarket tools and equipment to increase productivity and maximize billable hours.

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# Professional **TOOL & EQUIPMENT** News

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## Multiple Media Delivery:

In print or online, PTEN helps shops determine what tools need to be in the shop for efficient vehicle repair that helps increase billable hours.

**HOME PAGE ADVERTISING**

- LEADERBOARD
- PAGE PEEL
- BUTTON
- VIDEO
- SKYSCRAPER
- BANNER AD

**eNEWSLETTER**

Having a problem solving the customer's need? Find a solution here.

**TOOL & EQUIPMENT** THE INDEPENDENT TOOL AUTHORITY

FREE! **GOB** New Tool Diagnostic May 11 at Just \$27! Register Today!

**LAUNCH**

4000 Power Tools

These tools and equipment were recently added to the Independent Tool & Equipment store database of new products. For more products, be sure to check out our **Online Buyer's Guide**.

Visit our website for more details and more.

Read why OTC got the 2010 Best Automotive Tool award for their new battery pack and why.

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**SPECIAL ISSUE**

**Professional TOOL & EQUIPMENT News**

THE INDEPENDENT TOOL AUTHORITY

**MORE THAN 1,000 COMPANY LISTINGS!**

**2010 ANNUAL TOOL & EQUIPMENT MANUFACTURER DIRECTORY**

60+ NEW PRODUCTS

- Hammerhead blow drills
- Impact tools
- Probe circuits without disconnecting terminals
- Quickly identify short circuits
- Top-point socket for Mitsubishi Dodge cutters

PTEN.com

April/July 2010  
Volume 21, Number 5

99.00

**WEBCASTS**

**ONLINE BUYER'S GUIDE**

Automated Diagnostic Station

CLICK HERE TO VIEW FREE TOOLS

**FEATURED PRODUCTS**

LOW AMP CLAMP

Electronic Test Accessories for Diagnostic Testing

**EZ-HOOK**