

**Advertise in the  
APSA of Illinois  
Get Connected Magazine**

The official magazine of APSA of Illinois is published quarterly. Editorial content includes coverage of APSA of Illinois sponsored meetings and events, legislative issues, topics related to the automotive aftermarket industry and member company's. We accept full-page, full-color advertisements as well as standard black and white advertising.

**APSA of Illinois Members receive 25% off published rates.**

(see advertising specifications below)

<b>Ad-Type and Size</b>	<b>* Rates</b>
Full page - Full Color	1x - \$800.00
Outside Back cover	2x - \$704.00
Trim size ** 8 1/2" w x 11" h	4x - \$600.00
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Full Page - black & white 7" w x 9 1/2" h	1x - \$550.00 2x - \$484.00 4x - \$412.50
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Half-page - full color Outside back cover*** 7" w x 4" h	1x - \$450.00 2x - \$396.00 4x - \$337.50
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Half-page - full color Horizontal 7" h Vertical 3 1/2" w x 9 1/2" h	1x - \$350.00 2x - \$308.00 4x - \$262.50
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Half-page - black & white Horizontal 7" h Vertical 3 1/2" w x 9 1/2" h	1x - \$275.00 2x - \$242.00 4x - \$206.25
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Quarter - black & white 3 1/2" w x 4" h	1x - \$112.50 2x - \$132.00 4x - \$112.50
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Business card - black & white 3 1/2" w x 2" h	1x - \$ 50.00 2x - \$ 44.00 4x - \$ 37.50

\* Rates are per insertion

\*\* Add on additional 1/4" for full-page bleed

\*\*\* Call for availability

**Introductory Special**  
**Advertising now, you will receive  
3 ads for the price of 2 in 2010.**

**Get Connected Advertisement Deadlines**

December 15 for January

March 10 for April

June 10 for July

September 15 for October

**Advertising Specifications**

All digital color and grayscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF, TIFF and JPEG files are accepted. Images from the web are NOT suitable for printing. All color artwork must be in CMYK mode, black and white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.



**Get  
Connected**

**Every member should consider advertising in  
Get Connected**

**Advertise in Get Connected**

Get Connected to more businesses and consumers in the state of Illinois by advertising in the APSA of Illinois Get Connected magazine.

**Who reads Get Connected?**

We send the quarterly magazine to over 500 locations state-wide with more than 4,000 people garnering information from the issues. Plus, our Membership Consultants hand out over 1,300 of the quarterly issues to prospective members of the Association every quarter.

**Why Advertise in Get Connected?**

You will reach more of your customer base with your advertisement strategically placed in the Get Connected magazine. Your business benefits with more people in the automotive aftermarket industry seeing your ad than those that *might* see your ad in the yellow pages.

**Associate Members Automatically Receive 2 ads  
FREE!**

To place an advertisement or for more information, please contact Sue Brookman at the APSA of Illinois office at (800) 369-2964 or (217) 786-2850 and send an email to [sue@apsail.com](mailto:sue@apsail.com).