

#AAPEX24

# aaapex PRESHOW

**On Your Mark, Get Set, AAPEX!**

Join the automotive aftermarket community in Las Vegas for three days of hands-on training, expert insights and valuable networking opportunities.



AMN & COUNTERMAN SHOPOWNER 


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**QUARTZ ENGINE OIL**

Driving lubricants innovation for all types of engine oils

Visit us at AAPEX booth #A4676




aaapex LIVE @ 

**JOIN US at aaapex**

Along with our Channel Partners! Las Vegas, NV

**AFTERMARKET JACKPOT**

AftermarketJackpot.com

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**GMB**

OEAM QUALITY YOU CAN'T TRUST.

BOOTH #A3433

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**FRST BRANDS GROUP**

VISIT US AT BOOTH A3638

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**TOP TAKEAWAYS FROM THE KEYNOTE CONVERSATION**

Karl Howe and James Canfield provided context and insight to the political climate just before election day next week.

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**newport Multi-Seller**

The Only Button You'll Ever Need


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Now Integrates with **Mitchell** Manager SE

Versions 8.4.3+

Stop by the booth to learn more!

**WHI** AAPEX



**WHERE TORQUE MEETS TECHNIQUE**

aaapex *ahead of the curve*

productplus & SHOW GUIDE


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**Your engines deserve nothing less.**

Visit Dayco at booth #A4622 to see our new products, including timing chain kits, T540 kits, serpentine belts, sensors, and so much more!

**Dayco® Direct-Fit OE Replacement Timing Chain Kits**

- Everything you need in one part number for many and late model gasoline engines and all late model OHC engines
- 2-year/60,000-mile parts & labor warranty



  @dayconorthamerica | na.daycoaftermarket.com 

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**PRESHOW**

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**NEWSLETTER**

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**NEW productplus & SHOW GUIDE**

**NOVEMBER 5-7, 2024 LAS VEGAS, NV | THE VENETIAN EXPO & CAESARS FORUM | AAPEXSHOW.COM | #AAPEX24**

aaapex *ahead of the curve* **2024 ADVERTISING OPPORTUNITIES**

SEPTEMBER 2024

# aapecx PRESHOW

The automotive aftermarket and 2024 AAPEX Show are beaming with optimism! As your customers make plans to return to AAPEX, don't miss your opportunity to tell them what they'll experience at this year's incredible industry event with a pre-show publication.

The AAPEX Pre-Show Show issue is the official magazine designed to build excitement, drive registration and motivate the all-important tire professional, repair shop and parts distribution audience that will be making final show preparations — igniting your 2025 sales! This special issue will be distributed 30 days before the show and will feature show maps, seminar information and enhancements to Joe's Garage, including new transmission and tire equipment sections.

**September material dates**  
Closing date 8/2  
Material due 8/9

**CIRCULATION:**

Total Circulation .....	106,500
Shop Owner .....	77,500
AMN/Counterman .....	29,000

**RATES:**

Full Page .....	\$5,000
1/2 Page .....	\$3,500

**RATES COVERS:**

COVER 1 (1/3 horizontal) .....	\$8,000
COVER 2 .....	\$7,100
COVER 4 .....	\$8,100



**DISTRIBUTION:**

The Pre-Show issue will be polybagged with the September issues of Shop Owner and AMN/Counterman.

**SPECS:**

Full Page .....	7.875" w x 10.75" d
COVER 1/3 Horizontal .....	7" w x 3.125" d
1/2 Horizontal .....	7" w x 5" d
1/2 Vertical .....	3.375" w x 10" d

Bleed: add .125" bleed on all sides (8.125" w x 11" d)  
Live: keep at least .25 inside trim all sides

Reaching  
**106,500**  
aftermarket  
professionals



**IT'S TIME**  
GEAR UP FOR SUCCESS

#AAPEX23

At AAPEX, thousands of automotive aftermarket pros unite to explore cutting-edge products and solutions, access hands-on training, and make connections that count. With the rise of electric vehicles, the adoption of digital technologies, and shifting consumer demands, it's more important than ever to stay ahead of the trends - and the competition. AAPEX 2023 is jam-packed with opportunities to grow your business and keep your customers on the road. Join the industry's leading players to advance your knowledge, skills, and network at this year's event. Register today for just \$60 at [aapecxshow.com/register](http://aapecxshow.com/register). Price increases on September 30.

**PREPARE FOR THE ULTIMATE INDUSTRY EVENT**

Finalize your plans before you head to Las Vegas to ensure a successful event.

**HOTELS**  
Want the best selection, best deals, and best location? Reserve your room through onPeak, the official housing partner of AAPEX. Hotels are filling up - book now to get a room near the Venetian Expo for easy conference access.  
Go to [aapecxshow.com/hotels](http://aapecxshow.com/hotels) to get started.

**ON-SITE SHUTTLES**  
Enjoy complimentary shuttle services connecting the Venetian Expo, most official AAPEX hotels, and the Las Vegas Convention Center (for SEMA). For a small fee, shuttle services to McCarran International Airport (LAS) are also available on select days.

**SHOW APP**  
Make finding your way around AAPEX easier than ever with the mobile app. Search for "AAPEX" in your app store and download it to your device for on-the-go access to the schedule, floor plan, and more. Download it now, using one of the QR codes at right.

**REGISTRATION / BADGE PICK-UP**  
Registration is open:  
Mon. Oct. 30, 7:30 AM - 5:00 PM  
Tues. Oct. 31, 7:00 AM - 5:00 PM  
Wed. Nov. 1, 7:30 AM - 5:00 PM  
Thu. Nov. 2, 7:30 AM - 4:00 PM

If you registered early enough, you received your badge in the mail. Otherwise, please pick-up your badge in the registration area. Should you need to reprint your badge you may do so at Registration for an additional fee. Registration is available onsite.




Apple Store      Google Play

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**AAPEX Live** is the only official daily news source covering the annual Automotive Aftermarket Products Expo (AAPEX). A total of 15 eNewsletters provide advertisers the opportunity to stay connected with buyers before, during and after the show.

The eNewsletters will be sent to all registered attendees of the 2024 show, as well as registered buyers from the 2023 show.

## RATES

### AAPEX LIVE ADVERTISING OPTIONS:

<b>Presenting Sponsor (15 total eNewsletters)</b>	<b>\$50,000</b>
<b>Title Sponsorship (15 total eNewsletters)</b>	<b>\$35,000</b>
<b>Bridge Ad #1 (15 total eNewsletters)</b>	<b>\$25,000</b>
<b>Bridge Ad #2 (15 total eNewsletters)</b>	<b>\$20,000</b>
<b>Flex Ads (6 positions per send)</b>	
<i>Programs sold in 10, and 5 placement bundles; placements filled on a first-come first-served basis.</i>	
<b>10 AM placements</b>	<b>\$9,000</b>
<b>5 PM placements</b>	<b>\$5,000</b>

### NEWSLETTER SEND DATES

Pre show 10/30 (AM)

Show 11/4 - 11/8 (AM+PM)

Post show 11/11 (AM) | 11/18 (AM) | 11/25 (AM) | 12/2 (AM)

**All digital material due 1 week prior of posting**

Reaching **100,000** aftermarket professionals

## SPECS

### Presenting Sponsor (1 sponsorship available)

Dimensions: 300px x 50px  
Accepted Formats: PNG  
Click-thru URL  
Max File Size: 80KB

### Title Sponsorship (1 sponsorships available)

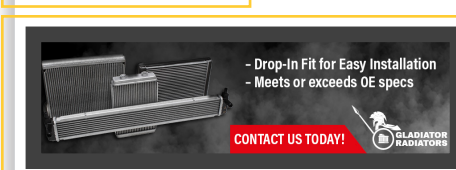
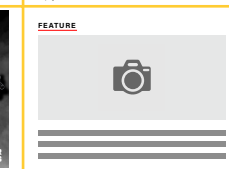
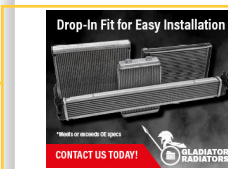
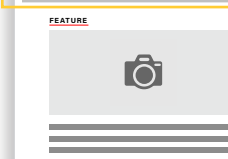
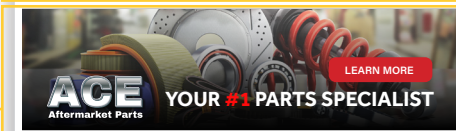
Dimensions: 720px x 250px  
Accepted Formats: JPG, GIF, Animated GIF, PNG  
Click-thru URL  
Max File Size: 150KB

### Flex Ads Banner

Dimensions: 300px x 250px  
Accepted Formats: JPG, GIF, Animated GIF, PNG  
Click-thru URL  
Max File Size: 80KB

### Native

Headline: 50 characters including spaces  
Body copy: 160 characters including spaces  
Image: 300x150 JPG, GIF, PNG  
Click-thru URL



### Bridge Ad

Dimensions: 720px x 250px  
Accepted Formats: JPG, GIF, Animated GIF, PNG;  
Click-thru URL



## NEW product+plus & SHOW GUIDE

The 2024 **AAPEX New Product Plus & Show Guide** provides attendees with all the details and the latest products AAPEX has to offer, including the New Product Showcase and the New Packaging Showcase.

Also included is the official event directory for all AAPEX attendees. It contains the most complete listing of all AAPEX exhibitors, along with valuable information about show services, registration, hours, events, as well as training and educational opportunities. All the listings will be listed alphabetically as well as by sections to easily locate exhibitors.

A QR code component will be available to link to video for new product demonstrations.

The official 2024 **AAPEX New Product Plus & Show Guide** will be distributed throughout the show and in kiosks in all the major lobbies.

### SHOW GUIDE - ADVERTISER BONUS

- 1 Boldface listing in the *AAPEX Show Guide*.
- 1 Logo to appear with your *AAPEX Show Guide* listing.

## RATES ALL ADVERTISERS

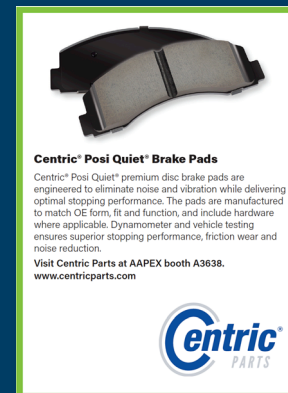
Front Cover 1/3 Page Horizontal Ad	\$15,000
Cover 4	\$8,000
Cover 2	\$7,000
Full Page	\$6,500
1/2 Page	\$3,900
Full Page Advertorial	\$5,000
1/2 Page Advertorial	\$2,500
Product Spotlight	\$1,500
Section Sponsorship	\$2,500
Front Cover Sponsorship/Gatefold	\$23,000
Logo/Bold Listing	\$800 (net)

## NEW PRODUCT PLUS SHOWCASE SECTION

Each will receive:

- 1 Product Photo, Company Logo
- 50-Word Description
- Company Name, Booth Number, Website Address and Phone Number

**\$500**



## SPECS

### PUBLICATION DIMENSIONS:

Trim Size: 7-7/8" x 10-3/4"  
Live Area: 1/2" inside trim  
Full-Page Bleed: add 1/8" all sides  
Keep all live matter 3/8" inside of trim

Full Page..... 7-7/8" x 10-3/4"  
1/2 Horizontal ..... 7" x 5"  
1/2 Vertical ..... 3-3/8" x 10"

Front Cover/Gatefold:

**Flap** (both sides): 7-3/8" x 10-3/4"; add 1/8" all sides

**2nd Cover:** 7-5/8" x 10-3/4"; add 1/8" all sides

*If page 1 is part of the spread component:*

**Page 1:** 7-7/8" x 10-3/4"; add 1/8" all sides

**Material dates**  
Closing date 9/25  
Material due 10/3

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## AD FILE FORMAT:

PDF (Press optimized)

## TRAPPING:

We process all ads through a workflow system that traps the ads (to SWOP specifications) for print – overriding application trap settings. Overprinting/trap settings within vector EPS files are maintained.

Note: We recommend color type over any black or color background should be 8 pt. or larger.

## ELECTRONIC FILE TRANSFER:

We prefer you send your PDF via email (if possible) to [kmcaleese@babcox.com](mailto:kmcaleese@babcox.com).

Email files accepted up to 10MB.

You will receive a confirmation email that files have been uploaded.

For larger files, go to <https://transfer.pcloud.com>.

Please indicate publication and issue date by using the message field. Drag and drop files, keeping window open until transfer is complete.

You will receive a confirmation email that files have been uploaded.

## ADVERTISING SERVICES:

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