

engine professional®



Get your advertising message directly into the shops that are building, rebuilding and installing engines professionally.



**HIGHLY TECHNICAL.
APPLICATION-DRIVEN.**

Uncovering critical information and sharing the knowledge
with engine professionals worldwide.



engine professional magazine

Get your advertising message directly into the shops that are building, rebuilding and installing engines professionally by advertising in **Engine Professional** magazine. Engine professionals worldwide will receive this full-color publication four times per year. Each issue will be filled with highly technical and application-driven articles from our staff of writers, as well as feature contributions from industry professionals.

- ★ Over 14,000 copies of each issue will be sent directly to an audited list of engine professionals comprised of engine builders; custom rebuilders; production rebuilders; heavy-duty, marine, industrial, motorcycle, Nascar, NHRA and sprint car shops.
- ★ Each issue also benefits from additional distribution at the major industry trade shows including: **SEMA** (Las Vegas, NV) and **PRI** (Indianapolis, IN) — as well as all **AERA Tech & Skills Regional Conferences** held throughout the United States.
- ★ In addition to the print magazine, a digital version of every issue is published on **engineprofessional.com**. Contracted (4x) advertisers get a free link from their ad to their website.

editorial content

Every issue of **Engine Professional** will feature content based on these editorial topics:

- **Performance Engines**
- **Diesel Engines**
- **Specialty Engines** (restoration, marine, motorcycle, powersports/small engines)
- **Industrial Engines**
- **Engine Machining Practices** (including late model automotive engines)
- **Modern Machine Shop Management**

About two weeks before ad deadline, we will email all advertisers an “Ad Deadline Reminder” that will also feature a list of editorial for that issue.

engine
professional®

Q1 Jan-Mar

Published in
February
Ads due Jan 1

Q2 Apr-June

Published in
May
Ads due Apr 1

Q3 July-Sept

Published in
August
Ads due July 1

Q4 Oct-Dec

Published in
November
Ads due Oct 1

ad rates, specifications and deadlines

Ad size	1X	Member Rate	4X	Member Rate
Full page	\$2100	\$1790	\$1790	\$1550
1/2 page	\$1440	\$1240	\$1240	\$1050
1/4 page	\$1040	\$890	\$890	\$790
Outside Back Cover	\$4450	\$4450	\$4450	\$4450
Inside Front or Back Cover	\$2650	\$2650	\$2650	\$2650
Marketplace Business Card Ad	N/A	\$250	N/A	\$225
Special Insert (4 or 8 pages)	call for price			

Ads run full-color at no extra charge.

★ **ABOUT THE MEMBER RATE:** As a membership benefit, AERA members receive an additional 15% discount on regular rates, as listed above. (Premium positions – outside back, inside front, inside back covers – are not discounted.) For details on how to join AERA, go to: [AERA.org/join](https://aera.org/join).

Issue	Ad reservations due	Ad materials due
Q1 January-March	December 15, 2025	January 1, 2026
Q2 April-June	March 15, 2026	April 1, 2026
Q3 July-September	June 15, 2026	July 1, 2026
Q4 October-December	September 15, 2026	October 1, 2026

SPECIAL INSERT

Special inserts are available in 4-page or 8-page formats. This unique design ensures the reader sees it, pulls it off and takes a look. Whether your goal is to highlight sale items or introduce new products and services, this is a piece that your customers won't miss. Special inserts are slightly smaller than size of the magazine.

• **Specs: 7.625"W x 10.375"H + 1/8" on all sides for bleed. Call for pricing.**

NOTE: Special inserts are also published in the digital version of the magazine.

MARKETPLACE BUSINESS CARD ADS

For AERA members only. Advertise your business card in this special section at the back of the magazine. 1x rate is \$250 and 4x rate is \$225. Full color at no extra charge.

• Download the Marketplace Ad Form at engineprofessional.com/advertise

digital ad production requirements

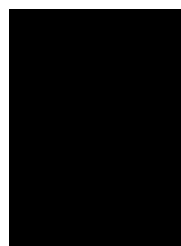
Printing: 4-color process, 150-line. **Magazine trim size is 8.25" x 10.875".** Bleed is only permitted on full pages and cover premium positions (outside back, inside front or inside back).

• NOTE: Full page ads with bleed – please keep live matter 1/2" from trim size on all sides!

Electronic files only: All files must be submitted as a single page, high resolution **PDF file**. All fonts must be embedded. Color must be sent in CMYK format. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards.

Email ads to: maria@aera.org

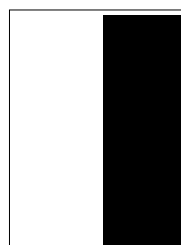
For files too large to email (20MB+), please use a file transfer/sharing service (WeTransfer, Dropbox, Google Drive, etc.).



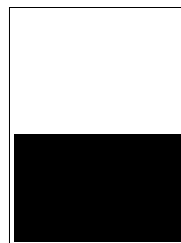
Full Page (bleed)
8.25" x 10.875"
+ 1/8" bleed
(keep live matter
1/2" from trim)



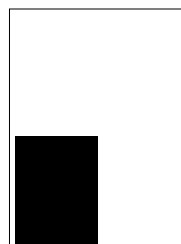
Full Page
7.75" x 10.375"



1/2 Page Vertical
3.75" x 10.375"



1/2 Page Horizontal
7.75" x 4.875"



1/4 Page
3.75" x 4.875"

Weekly Tech Bulletin eBlast Banner Ads (640 x 130)

Banners will rotate positions every week on our widely read Weekly Tech Bulletins.

640 x 130 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.

Sent every week to a list of over 8,000 names. **\$400/month**


TECH AERA WEEKLY
TECH BULLETINS

[Images not loading? View online](#)

Engine Block Porosity Issue on 2022-2024 Ford F-Series 5.0L Engines

The AERA Technical Committee offers the following information regarding engine block porosity issues on 2022-2024 Ford F-Series 5.0L engines. Some engine blocks may exhibit an oil leak just below the oil filter adapter near the main bearing cap outer bolt.

The blocks appear to have a porosity issue in this location. Careful examination of the block in this area is required if an oil leak is detected. Below are examples of the area where the porosity issue can occur. If this issue is identified the block will require replacement.

[Read more](#)

Banner Ad

Caution on Injection Pump Timing for Isuzu / Mercruiser / Cummins 1.7L Diesel Engines

The AERA Technical Committee offers the following information regarding injection pump timing changes for Isuzu / Mercruiser / Cummins 1.7L diesel engines. The original injection pump timing adjustment settings in the service manual have been changed.

To ensure the injection pump timing adjustment is correct, the old information contained in service manual #29, pages 5C-13 and 5C-14 should be replaced with the information from Table 1. See Table 2 for models affected.

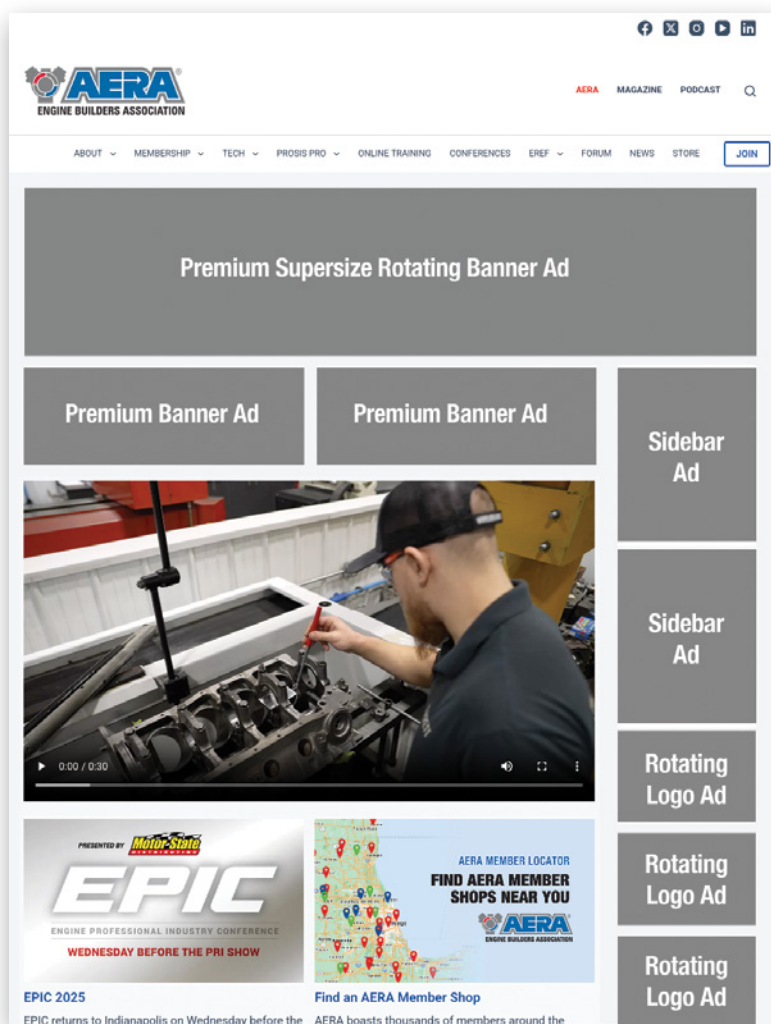
[Read more](#)

Banner Ad

AERA Customized Email Marketing Campaigns

Let AERA help you with your email marketing campaign! We can design and mail a customized message to our mailing list with your branding and message. **Please Note:** This special service is only available to AERA members who are contracted (4x) advertisers in Engine Professional magazine. **Call to inquire about pricing.**

Over 11,500
page views
per week
which means
someone has
viewed an
entire page,
including
all text and
images.



Premium* Supersize Rotating Banner Ad (1110 x 250) – Premium position, large 1110 x 250 size with link to URL, front and center at the top of the AERA.org home page. Rotates on timer (not page refresh). Ads rotate with AERA promotional artwork. PNG, JPG or GIF (static image only, no animation) **\$1000/month**

Premium* Banner Ad (440 x 150) – Only 4 spots available! Non-rotating, near the top of the page, 440 x 150 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **\$600/month**

Sidebar Ad (200 x 250) – Non-rotating ad positioned on the right hand sidebar of the AERA.org home page. 200 x 250 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **\$400/month**

***NOTE:** “Premium” ads on AERA.org and EngineProfessional.com are available exclusively to AERA members who are contracted (4x) advertisers in Engine Professional magazine.

Rotating Logo Ads (160 x 110)

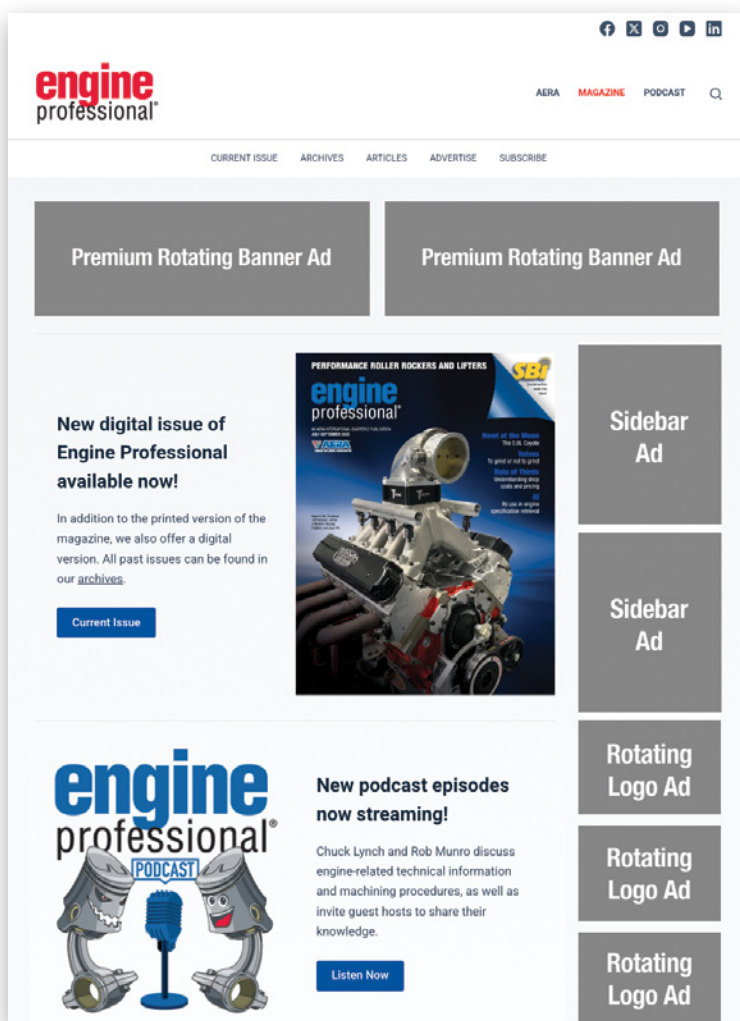
Rotating Logo Ads on AERA.org, EngineProfessional.com and Weekly Tech Bulletin eBlasts

ONE file @ 160 x 110 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.

Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins. **\$200/month**

EngineProfessional.com

Over 5,000 page views per week which means someone has viewed an entire page, including all text and images.



Premium* Rotating Banner Ad (440 x 150) – Premium position at the top of the EngineProfessional.com home page. Rotates on page refresh. 440 x 150 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **\$500/month**

Sidebar Ad (200 x 250) – Non-rotating ad positioned on the right hand sidebar of the EngineProfessional.com home page. 200 x 250 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **\$300/month**

Ad Link in digital version of Engine Professional – In addition to the printed version of Engine Professional, we also publish a digital version. Your ad in the magazine links to your website or any URL you specify. **\$200/issue**
NOTE: Free to contracted (4x) advertisers.

***NOTE:** “Premium” ads on AERA.org and EngineProfessional.com are available exclusively to AERA members who are contracted (4x) advertisers in Engine Professional magazine.

Rotating Logo Ads (160 x 110)

Rotating Logo Ads on AERA.org, EngineProfessional.com and Weekly Tech Bulletin eBlasts

ONE file @ 160 x 110 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.

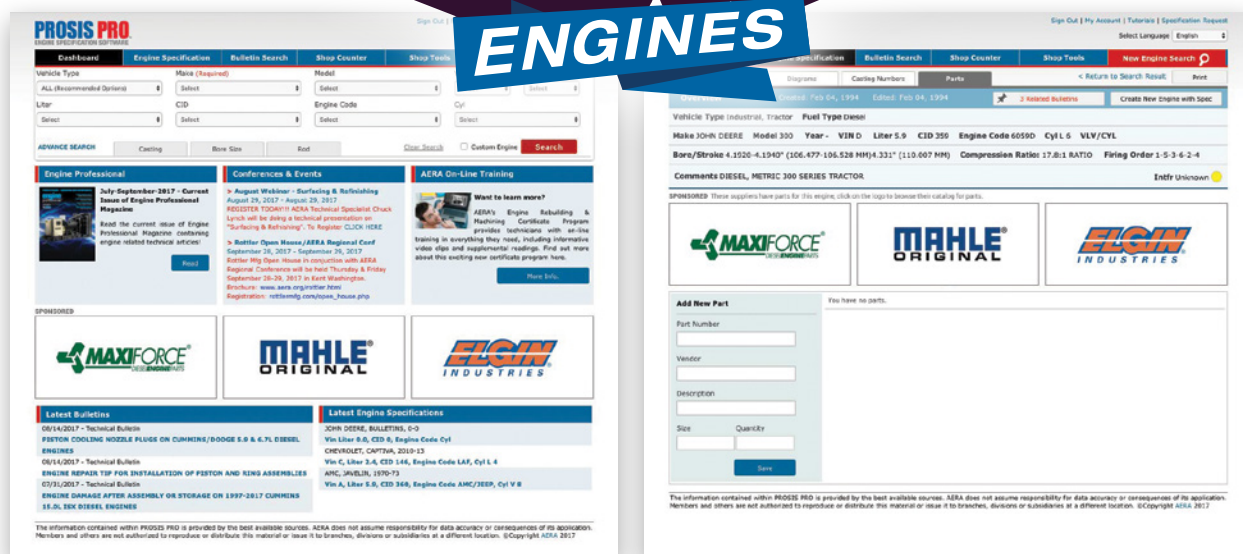
Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins. **\$200/month**

PROSIS PRO[®]

ENGINE SPECIFICATION SOFTWARE

16000

ENGINES



PROSIS PRO Advertising

Advertising on the PROSIS PRO online software can link you directly with shops that currently purchase over a half billion dollars in internal engine parts annually. These users are looking up engine and parts specifications daily to machine engine components. What a great opportunity to link your parts lookup page directly to buyers who are in need of parts! Your banner ad on the Dashboard and Parts Page can have different URLs. This allows you to direct buyers to the specific landing page desired. You may want them to land on your home page if connected from the Dashboard. In addition, if they connect from a parts page, we can link them directly to a specific parts section of your site by manufacturer. Now that is target marketing at its finest!

PLEASE NOTE: Advertisers on PROSIS PRO must be AERA members who are contracted (4x) advertisers in Engine Professional magazine.

PROSIS PRO Rotating Banner Ad (325 x 150)

Ad on both Dashboard Page and Parts Page. Links to URL, can have different URL on Dashboard and Parts Page.

Rotates on page refresh. 325 x 150 pixels.

PNG, JPG or GIF (static image only, no animation) **\$500/month**



These **free promotional opportunities** are available to all AERA Associate Members and Engine Professional advertisers. We invite you to take advantage of the value that the world's leading engine technical association has to offer in reaching engine professionals worldwide.

☐ **AERA Quarterly Giveaway Sponsor**

Donate a prize to support AERA's membership initiatives! These prizes are featured in quarterly drawings open to individuals who join or renew their AERA membership within the qualifying quarter. AERA draws from the list of members each quarter and announces the winner online and all products are shipped freight pre-paid! To maximize visibility, AERA actively promotes each giveaway through social media, targeted email blasts, Engine Professional magazine and our website. Additionally, a custom-designed flyer highlighting the prize and drawing details is mailed to both expiring and prospective members during that quarter. This collaborative initiative presents a unique opportunity for Associate Members to gain free promotional exposure by donating prizes, while AERA strengthens its community by recognizing outstanding contributors and welcoming new members through exciting incentives.

☐ **Technical Webinars**

Guest host a free webinar! Webinars have been proven to engage audiences, demonstrate expertise, generate leads, and enhance brand visibility. AERA will work with you to produce your technical presentation via our webinar platform. We promote the webinar through social media and targeted email marketing. When the live webinar is complete, we upload the recording to our YouTube channel.

☐ **Social Content**

Share images or video with us to post on our socials! Our goal is to share engaging content to generate traction for your brand through our social media channels — Facebook, X, Instagram, LinkedIn and YouTube. Provide your company's social media handles or links we can use to tag your company's accounts, high resolution images or video, and preferred hashtags.

☐ **Engine Professional Podcast**

Join AERA staffers Chuck Lynch and Rob Munro as a special guest on the Engine Professional Podcast! Reach out to us if you have an interesting topic to share or we can work with you on what to discuss during the episode.



engine
professional®

PROSIS PRO
ENGINE SPECIFICATION SOFTWARE™

Contact Information

Advertising Sales

Ron McMorris	604-644-2578	ron@aera.org
Amanda Goyette	815-526-7344	amanda@aera.org

Circulation

Amanda Goyette	815-526-7344	amanda@aera.org
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Payment & Membership

Karen Tendering	815-526-7346	karen@aera.org
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Please email ad artwork to

maria@aera.org

For files too large to email (20MB+), please use a file transfer/sharing service
(WeTransfer, Dropbox, Google Drive, etc.)

ABOUT THE PUBLISHER

The Automotive Engine Builders Association (AERA) is a network of professional engine builders with the expertise and connections to provide you with technical information and answers you need, when you need it. With a national and international membership that includes members from over 40 countries, AERA has delivered technical information to engine builders for over 100 years. AERA provides toll-free technical support from certified Master Engine Machinists, technical bulletins that you cannot get from any other source, and Prosis Pro engine specification software for AERA members only. This time-saving software gives you access to engine specs for over 16,000 engines from hundreds of manufacturers, covering a wide variety of applications.

AERA is the source for engine information.



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