

## In every issue:

### Columns

Editor's Ink  
Counter View  
From the Publisher  
Counter-tech

### Aftermarket News

The latest news from the automotive aftermarket industry

### Marketplace

The latest tools, equipment and technology

### Tech Tips

Recommended repair procedures and need-to-know product information

### Guess the Car

The famous, addictive contest that awards \$100 to one lucky reader for guessing the make or model of a vehicle based on a clever—and sometimes brain-bending—picture

## JANUARY

### Tech Features:

Mass airflow sensors  
Gaskets  
Lighting

### Counter View:

Reman calipers  
Fuel additives

**Ad Closing:** December 21

**Ad Materials Due:** December 28

## FEBRUARY

### Tech Features:

Crankshaft position sensors  
Cabin air filters  
Chassis parts  
ECMs

### Counter View:

Steering linkage parts  
Ball joints

### Top Super Stores

A review of the top retail stores in the Automotive aftermarket

**Ad Closing:** January 15

**Ad Materials Due:** January 20

## MARCH

### Tech Features:

EVAP system components  
Manual clutch kits  
Oxygen sensors  
Power steering pumps

### Counter View:

Ignition components  
Visibility

**Ad Closing:** February 12

**Ad Materials Due:** February 19

## JULY

### Tech Features:

Engine hard parts  
Specialty chemicals  
Starters and alternators  
Water pumps

### Counter View:

Fuel injection  
Spark plugs

**Ad Closing:** June 10

**Ad Materials Due:** June 14

## AUGUST

### Tech Features:

#### Annual Tech Forum

*Potential categories: alternators, filters, friction, fuel & engine additives, fuel pumps, gaskets, ignition parts, pistons, shocks, wheel bearings, wipers, TPMS and many more*

### Counter View:

Valve timing parts  
Fuel pumps

**Ad Closing:** July 18

**Ad Materials Due:** July 22

## SEPTEMBER

### Tech Features:

Smart battery chargers  
Ball joints  
Engine management  
Fuel

### Counter View:

Engine lubrication  
Starting/charging  
Manufacturer Spotlights:  
1/2-page AAPEX previews  
**P.A.R.T.S.**  
Professional Automotive  
Repair Technician Survey

**Ad Closing:** August 19

**Ad Materials Due:** August 26

## APRIL

### Tech Features:

#### National Car Care Month Car Care/Maintenance Seminars

*Potential topics: Brake friction, fuel pumps, gaskets, starters/alternators, wheel bearings, O2 sensors, spark plugs, shocks/struts, AC compressors, performance exhaust, brake rotors, antifreeze, belts & hoses, chemicals, filters, batteries, TPMS, much more*

### Counter View:

Clutch kits  
Drive lines

**Ad Closing:** March 7

**Ad Materials Due:** March 18

## MAY

### Tech Features:

TTY (torque-to-yield) fasteners  
Fuel  
Brake hardware  
Motor oil

### Counter View:

Radiators  
Hoses  
Timing belts

**Ad Closing:** April 8

**Ad Materials Due:** April 18

## JUNE

### Tech Features:

Oil filters  
Brake pads  
A/C  
Shocks

### Counter View:

Rack and pinion  
TPMS

### Program Group Distribution Overview

*Program group distribution leaders discuss trends; includes annual program group recap.*

**Ad Closing:** May 13

**Ad Materials Due:** May 20

## OCTOBER

### Tech Features:

#### ASE P2 Test Prep Guide

*Potential topics: automatic transmission, brake system, cooling system, drivetrain, electrical system, emission system, engine parts, gaskets, exhaust system, fuel system, HVAC, ignition parts, manual transmission, steering & suspension, TPMS, more*

### Counter View:

Engine replacement parts  
Wheel bearing hubs  
**Manufacturer Spotlights:**  
1/2-page AAPEX previews  
The 2016 Counterman Source Book

**Ad Closing:** September 9

**Ad Materials Due:** September 19

## NOVEMBER

### Tech Features:

FWD halfshafts  
Brake rotors  
Antifreeze  
Air & oil filters  
**Counter View:**  
Drive axle bearings  
Suspension parts

**Ad Closing:** October 4

**Ad Materials Due:** October 10

## DECEMBER

### Tech Features:

Scan Tools (DIY & entry-level products)  
Batteries  
Low-copper brake friction  
**Counter View:**  
Belts  
Maintenance aerosols  
**2016 Counter Professional of the Year**

**Ad Closing:** November 7

**Ad Materials Due:** November 17

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## Special Advertising Opportunities

### Top Super Stores (February)

A review of the top retail stores in the automotive aftermarket

### National Car Care Month Car Care/Maintenance Seminars (April)

### The 2016 Counterman Source Book (October)

### Program Group Distribution Overview (June)

Program group distribution leaders discuss trends; includes annual program group recap

### Manufacturer Spotlights (September)

1/2 page AAPEX previews

### P.A.R.T.S. (September)

### ASE P2 Test Prep Guide (October)

### Manufacturer Spotlights (October)

1/2 page AAPEX previews



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