



# Mobile Electronics

## The Industry's # 1 Resource

# Readership

Our readership includes the mobile specialist, the installing dealer. From retail decision-maker management, to buyer to sales, and installation.



## The Industry's # 1 Resource

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### Subscribers

We have over 12,000 qualified subscribers to our monthly digital issues of Mobile Electronics® magazine and over 16,000 subscribers to our twice-weekly e-newsletter, Hotwire.

### Digital Edition

The digital edition of the magazine is established as a must read for our industry and has on average 3,500 readers, over 12,500 impressions, and over 250 advertisement link-outs per month. Advertisers can add video overlays to any digital advertisement.

### Hotwire

Sent twice a week to 18,000 plus subscribers as their #1 source for industry news. To have your press release featured send it to [press@mobile-electronics.com](mailto:press@mobile-electronics.com)

### ME-mag.com

Our website, ME-mag.com, has over 10,000-page views per month. Viewers seek the latest news and educational content.

# 2026 Rate Card



<b>Mobile Electronics Magazine</b>	<b>Insertions</b>			
<b>Ad Sizes &amp; Pricing*</b>	<b>1 Month</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Full Page	\$1,000	\$900	\$700	\$500
1/2 Page Horizontal	\$650	\$550	\$450	\$350
2 Full Page Spread	\$2,000	\$1,800	\$1,400	\$1,000
2 Half Page Spread	\$1,300	\$1,100	\$900	\$700
<b>Hotwire</b>				
<b>Insertions</b>				
<b>Ad Sizes &amp; Pricing*</b>	Wpx x Hpx - 72dpi		jpg, png, gif	
<b>1x per week to 18,000 emails</b>	<b>1 Month</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Main Banner – 620x140 – Position “A”	\$750	\$725	\$700	\$675
Top Banner – 620x100 – Position “B”	\$550	\$525	\$500	\$475
News Banner – 620x140 – Position “C”	\$450	\$425	\$400	\$375
Bottom Banner – 600x90 – Position “D”	\$425	\$400	\$375	\$350
Jobwire – Posting – Includes Hotwire	\$400			
<b>ME-mag.com</b>				
<b>Insertions</b>				
<b>Ad Sizes &amp; Pricing*</b>	Wpx x Hpx - 72dpi		jpg, png, gif	
	<b>1 Month</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Top Banner – 900x125 – Position “A”**	\$700	\$600	\$500	\$400
Mid Banner – 620x125 - Position “B”	\$500	\$400	\$300	\$250
Right-side Rectangle – 300x300 - “C”	\$400	\$300	\$250	\$225
Bottom Banner – 620x125 - Position “B”	\$350	\$250	\$200	\$200

\*Ask about MEA Partnership pricing \*\*#2 Banner is 15% less than #1 and sized at 900x100

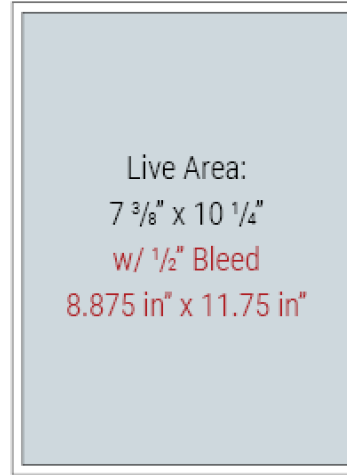
# Digital Magazine Ad Specifications

ME will accept electronic display ad, classified ad, and Web media ad files submitted and uploaded to:

<https://www.hightail.com/u/memagupload>

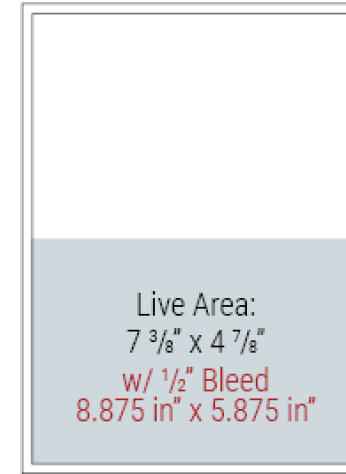
- Preferred file formats are PDF, EPS, JPEG or TIFF. If files are submitted as native Illustrator or InDesign, all fonts and linked images must be included.
- Illustrator files must have all fonts converted to outlines. PDF files must be hi-resolution and press-ready (i.e. saved for printing and not for onscreen viewing).
- Digital ad files and images within files must have a resolution of 300 dpi or greater and color must be CMYK.

**Full Page**



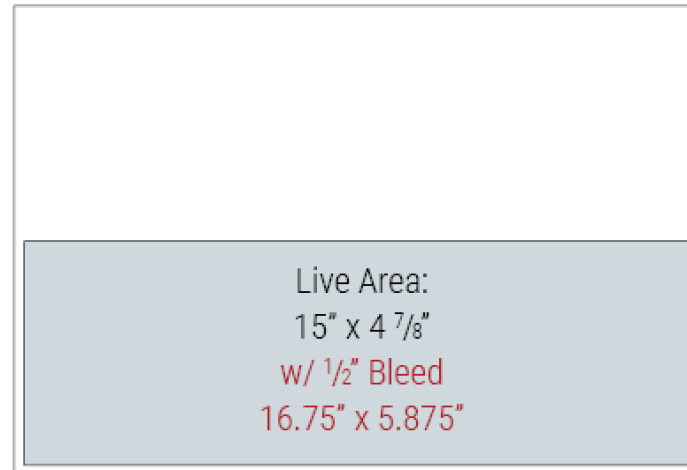
Final Trim:  
7 <sup>7</sup>/<sub>8</sub>" x 10 <sup>3</sup>/<sub>4</sub>"  
[ 7.875 x 10.75 ]  
CONVERSION

**1/2 Page Horizontal**



7 <sup>7</sup>/<sub>8</sub>" x 5 <sup>3</sup>/<sub>8</sub>"  
[ 7.875 x 5.375 ]  
CONVERSION

**1/2 Page Horizontal Spread**



Final Trim  
15 <sup>3</sup>/<sub>4</sub>" x 5 <sup>3</sup>/<sub>8</sub>"  
[ 15.75 x 5.375 ]  
CONVERSION

**2 Page Spread**



Final Trim  
15 <sup>3</sup>/<sub>4</sub>" x 10 <sup>3</sup>/<sub>4</sub>"  
[ 15.75 x 10.75 ]  
CONVERSION

# Hotwire Ad Specifications

ME will accept electronic display ad, classified ad, and Web media ad files submitted and uploaded to:

<https://www.hightail.com/u/memagupload>

- Preferred file formats are JPG, PNG, or GIF.
- Digital ad files must have a resolution of 72 dpi or greater and color must be RGB.



#1 - Top Banner – 600 x 140 – “A”
#2 - Top Banner – 600 x 100 – “A”
<b>Industry News</b>
Main Banner – 600 x 140 – “C”
<b>Industry News</b>
Main Banner – 600 x 140 – “C”
<b>Industry News</b>
Bottom Banner – 600 x 100 – “D”



# ME-mag.com Ad Specifications

ME will accept electronic display ad, classified ad, and Web media ad files submitted and uploaded to:

<https://www.hightail.com/u/memagupload>

- Preferred file formats are JPG, PNG, or GIF.
- Digital ad files must have a resolution of 72 dpi or greater and color must be RGB.

The screenshot shows the mobile.electronics website header with the logo and tagline "The Industry's #1 Resource". A search bar is located in the top right. Below the header is a red navigation bar with links for HOME, NEWS, PRODUCTS, COVID-19, BLOGS, INDUSTRY AWARDS, and JOBWIRE. The main content area is outlined with a blue border and contains several ad placement boxes:

- #1 - Top Banner – 900 x 125 – “A”
- #2 - Top Banner – 900 x 90 – “A”
- Industry News (left column)
- Industry News (right column)
- News Banner – 600 x 140 “B” (under left Industry News)
- Main Banner – 300 x 300 – “C” (under right Industry News)
- Web Exclusive Story (under left Industry News)
- Bottom Banner – 900 x 100 – “D”

# Ad Reservation Deadlines

ME will accept electronic display ad, classified ad, and Web media ad files submitted and uploaded to:

<https://www.hightail.com/u/memagupload>

- Preferred file formats are PDF, EPS, JPEG or TIFF. If files are submitted as native Illustrator or InDesign, all fonts and linked images must be included.
- Illustrator files must have all fonts converted to outlines. PDF files must be hi-resolution and press-ready (i.e. saved for printing and not for onscreen)

## 2026

**January**

**February**

**March**

**April**

**May**

**June**

**July**

**August**

**September**

**October**

**November**

**December**

**January 7**

**January 23**

**February 20**

**March 29**

**April 26**

**May 15**

**June 19**

**July 17**

**August 21**

**September 18**

**October 23**

**November 20**

We ask that you reserve ad space in advance of our digital-ready deadline.

More than a week in advance is satisfactory. The earlier, the better.

We are a flexible work team and can often place ads “last-minute”, which for us is no less than four days before the print-ready deadline.

# Magazine Features & Sections

**mobile**  
ELECTRONICS™

**Editors Forum**

**Feedback**

**Stats**

**Helpful Stuff**

**What's Happening**

**Retail News/Whos' Who**

**Hot Sellers**

**Real World Retail**

**Learning from Leaders**

**Strategy & Tactics**

**Tech Today**

**Installs**

**From the President**

## » In This Issue Volume 55 Issue 2



### FEATURES

**12// What's Happening:  
How Can the Industry Attract  
New Talent?**

At KnowledgeFest, retailers, manufacturers and educators—including Installer Institute and Skills USA's Mobile Electronics division—discussed the future of 12-volt education.

**36// Installer of the Year:  
From Start to Finish**

His father's encouragement and his own dogged determination brought Brian Mitchell to the stage at KnowledgeFest Las Vegas, where he was named 2023 Installer of the Year.

**48// Strategy and Tactics:  
How to Find New Clients**

At KnowledgeFest Las Vegas, a business development class shared strategies for drawing in new customers. Here are five approaches shops can begin working on today.

### ARTICLES

26 Retail News

52 Installs

### DEPARTMENTS

4 Editor's Forum

6 Feedback

### ON THE COVER:



At KnowledgeFest Las Vegas, Marty Adamschek presented the Installer of the Year award to Brian Mitchell of Liquid Trends Modesto. Pictured with Brian on the cover are his two dogs, Chewy and Princess, who spend time with him in the shop and travel with him to shows and events.

[facebook.com/me-mag](https://www.facebook.com/me-mag)

**mobile**  
ELECTRONICS

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### AD INDEX

Alpine Electronics	7
Firstech-Momento	57
HKI USA - Soundigital	24, 25
HKI USA - TURV	42, 43
Infinity Kappa	21
Kenwood	5
Kicker	3
Mobile Electronics Industry Awards	11
KnowledgeFest Orlando	31
MECP	51
ME-TV	29
Pixel Technologies	9
SinusXM	10
Snap Finance	47
Sony	17



# The Awards

Recognizing & Celebrating the Best in our Industry

# Awards Sponsorship Opportunities



Now in its 25th year, the 2026 Mobile Electronics Industry Awards recognize and honor our industry's top retailers and installers, sales professionals, vendors, reps, and distributors. Those who best exemplify the highest standards of quality and service excellence.

Winners represent our industry at-large and act as ideal examples to inspire their peers within the industry.

Retailer of the Year, Installer of the Year, and other category winners will be announced at the Industry Awards banquet at KnowledgeFest® Las Vegas on February 4, 2026.

**Title Sponsor:**  
**\$15,000+**

**Category Sponsor:**  
**\$5,000 each**

**Reserved Table Sponsor:**  
**\$1,000 for 10 Seats**

**Hospitality Bar Sponsor:**  
**\$1,000 for 75 Branded  
Drink Tickets**

**Entertainment Sponsor:**  
**\$5,000**

**Custom Sponsorships  
Available**

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# Thank You

**For Supporting Mobile Electronics!**