

Transport Topics

Issue Information and Closing Dates

TRANSPORT TOPICS is published weekly. **LIGHT & MEDIUM TRUCK** is published monthly, except December/January. Please refer to the editorial calendar for closing dates. Insertion order should accompany advertising materials. Cancellations are not accepted after closing date.

RESPONSIBILITIES

Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising copy or cancel any advertising.

GENERAL ADVERTISING POLICIES

- Frequency level applies for 12 months from date of first insertion.
- Standard-page spread counts as two insertions.
- A tabloid page counts as 1.75 insertions.
- Mixed space units are entitled to a combined frequency rate.
- Bleeds: Apply to full-page ad units only. NO CHARGE.

Cancellations: Contracts may be canceled by advertiser or publisher in writing 30 days before date of issue.

Rate Policy: Advertisers will be charged if, within one year from date of first insertion, they do not use the amount of space upon which their billing has been based. Advertisers will be credited if, within one year from date of first insertion, they have used sufficient additional space to earn a rate lower than that at which they have been billed. Credit must be used during contract period.

Payment Terms: Net 15 days from date of invoice. The maximum legal service charge will be assessed on accounts not paid within 30 days. The publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for payment due to the publisher.

Copy: If material is delayed beyond closing date, copy that appeared in preceding issue will be substituted. The publisher assumes no liability if, for any reason, it becomes necessary to omit an ad.

Commission: There will be 15% commission to recognized advertising agencies when account is paid within 15 days of invoice date. There will be no commission on production charges.

INSERTS

- Billed at a rate equal to 50% of the prevailing one-time, black-and-white page rate, per insert page, plus production (bind-in) charge. Production estimate is based upon review of materials.
- Outserts and polybagging distribution available. Call your advertising sales representative for quote on proposed materials.
- Insert pages will be counted at 0.5 per page toward an earned ROP frequency rate for purposes of calculating earned rate for display advertising.
- For specific information on quantity, production specifications, shipping and deadlines, call the Advertising Traffic Manager.
- Clients must furnish a completed sample at least one month before issue date.

Color:	1x	4x	7x	13x	18x	26x	39x	52x
Gatefold	\$33,467	\$31,109	\$29,137	\$27,273	\$24,531	\$23,077	\$22,503	\$21,470
Tabloid Spread	\$23,180	\$21,533	\$20,157	\$18,855	\$16,942	\$15,926	\$15,525	\$14,805
Tabloid	\$12,372	\$11,482	\$10,738	\$10,035	\$9,000	\$8,451	\$8,234	\$7,845
Standard	\$8,463	\$7,906	\$7,442	\$7,002	\$6,355	\$6,012	\$5,877	\$5,633
Standard Spread	\$15,786	\$14,770	\$13,921	\$13,119	\$11,939	\$11,313	\$11,066	\$10,621
2/3 Standard Page	\$7,164	\$6,718	\$5,956	\$5,633	\$5,128	\$4,883	\$4,779	\$4,578
1/2 Standard Page	\$6,363	\$5,987	\$5,237	\$4,967	\$4,532	\$4,339	\$4,247	\$4,066
1/3 Standard Page	\$5,211	\$4,934	\$4,247	\$4,061	\$3,724	\$3,589	\$3,520	\$3,371
1/4 Standard Page	\$4,823	\$4,578	\$3,860	\$3,700	\$3,401	\$3,298	\$3,234	\$3,085
1/6 Standard Page	\$4,559	\$4,339	\$3,589	\$3,441	\$3,170	\$3,085	\$3,029	\$2,891
4/5 Tabloid Page Vertical	\$10,287	\$9,575	\$8,980	\$8,416	\$7,589	\$7,150	\$6,976	\$6,665
3/5 Tabloid Page Vertical	\$8,202	\$7,668	\$7,221	\$6,799	\$6,179	\$5,849	\$5,720	\$5,485
1/2 Tabloid Page Horizontal	\$7,160	\$6,714	\$6,343	\$5,991	\$5,474	\$5,199	\$5,091	\$4,896
2/5 Tabloid Page Vertical/Horizontal	\$6,117	\$5,761	\$5,464	\$5,182	\$4,769	\$4,549	\$4,462	\$4,307
1/5 Tabloid Page Vertical/Horizontal	\$4,032	\$3,855	\$3,705	\$3,565	\$3,358	\$3,248	\$3,205	\$3,127
1/2 Tab Spread	\$14,320	\$13,428	\$12,686	\$11,981	\$10,948	\$10,399	\$10,181	\$9,792
Tab Page Color	\$12,372	\$11,482	\$10,738	\$10,035	\$9,000	\$8,451	\$8,234	\$7,845
Preferred Position:	1x	4x	7x	13x	18x	26x	39x	52x
Cover 2	\$14,227	\$13,204	\$12,349	\$11,540	\$10,350	\$9,719	\$9,469	\$9,021
Cover 2 Spread	\$26,657	\$24,763	\$23,180	\$21,683	\$19,483	\$18,315	\$17,854	\$17,025
Center Spread	\$24,339	\$22,610	\$21,165	\$19,798	\$17,789	\$16,722	\$16,301	\$15,545
Cover 3	\$12,990	\$12,056	\$11,275	\$10,537	\$9,450	\$8,874	\$8,646	\$8,237
Cover 3 Spread	\$24,339	\$22,610	\$21,165	\$19,798	\$17,789	\$16,722	\$16,301	\$15,545
Cover 4	\$14,846	\$13,778	\$12,885	\$12,042	\$10,800	\$10,142	\$9,881	\$9,414
Spot Color (per page or fraction):	TTPG Color / \$775			Spot Color / \$850		Metallic / \$970		

TYPEFACES USED IN ADVERTISING MATERIALS

Typefaces/fonts used in the creation of advertisements/advertorials must be different from those used in the production of TRANSPORT TOPICS publications. Our editorial font family includes New Caledonia, Times Roman and Univers.

MATERIAL SPECIFICATIONS

Transport Topics Publishing Group publications are saddle-stitched pub-

lications printed on 34-pound white-coated stock and run to SWOP specifications.

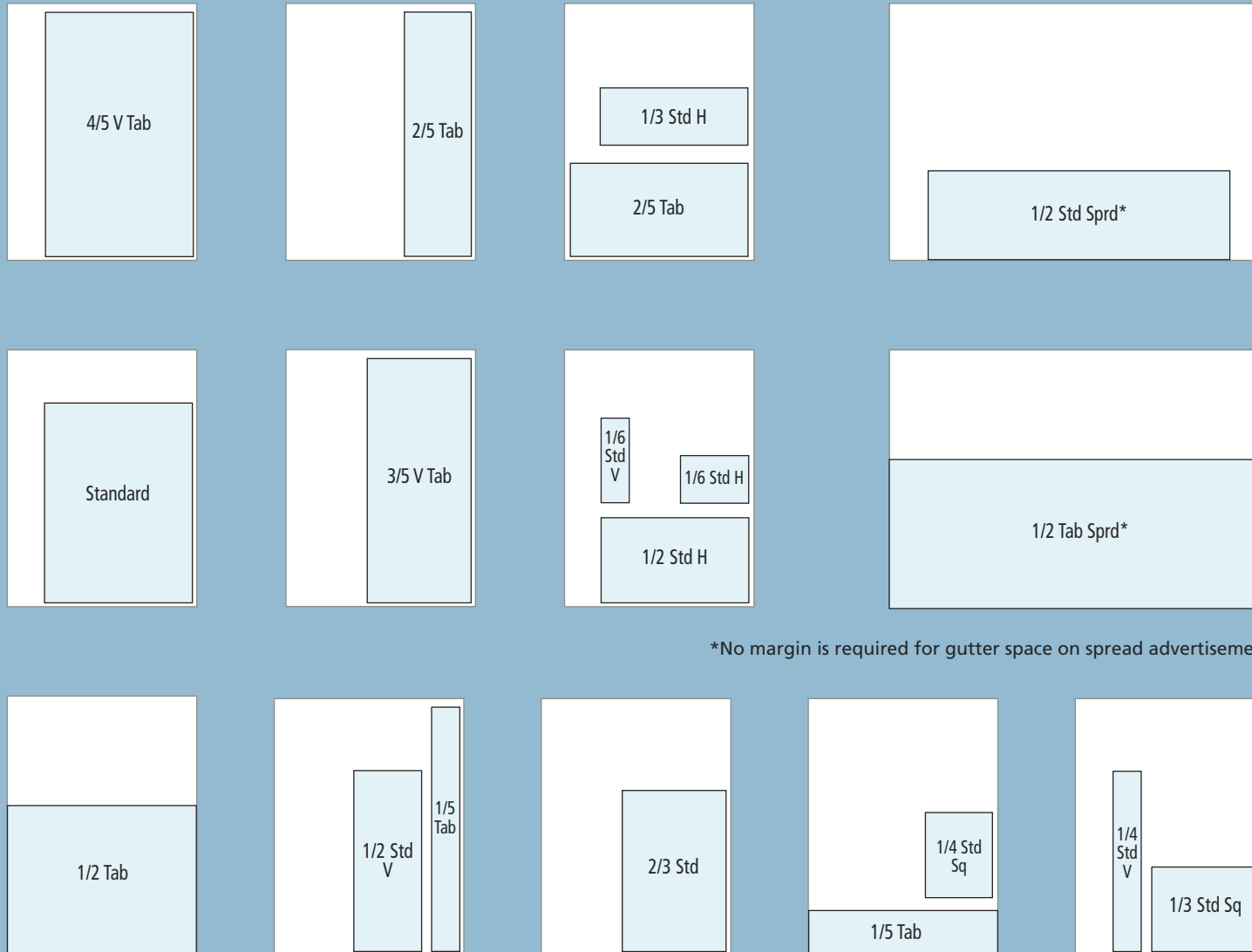
- Materials must be sent flat and not stapled.
- Oversized materials may be reduced at time rate.
- Artwork and camera copy, which require additional production such as, but not limited to, stripping, halftone screening or typesetting, will be billed to the advertiser.

- Film is stored for 12 months then destroyed unless notified otherwise.
- We are not responsible for the outcome of any digital file that is supplied without a proof; all files sent without proof will be run as is from the file.

SUBMITTING DIGITAL FILES

- Composed ad: PDF, TIFF or EPS files.*
- Logos: PDF, EPS, JPEG or TIFF: 600 ppi at the size to be used.*

Display Advertising Units



*No margin is required for gutter space on spread advertisements.

	WIDTH	DEPTH
Standard (No bleeds)		
Spread	16 ³ / ₄	11
Page	8 ³ / ₁₆	11
2/3 Std Pg	6 ¹ / ₁₆	9
1/2 Std Sprd	16 ³ / ₄	5
1/2 Std Pg V	4	10
1/2 Std Pg H	8 ³ / ₁₆	5
1/3 Std Pg H	8 ³ / ₁₆	3 ¹ / ₂
1/3 Std Pg Sq	6 ¹ / ₁₆	5
1/4 Std Pg V	1 ⁷ / ₈	10
1/4 Std Pg Sq	4	5
1/6 Std Pg V	1 ⁷ / ₈	5
1/6 Std Pg H	4	3
Tabloid Spread		
Live	21	13 ³ / ₄
Trim	21 ³ / ₄	14 ¹ / ₂
Bleed	22	14 ³ / ₄
Tabloid Page		
Live	10 ¹ / ₈	13 ³ / ₄
Trim	10 ⁷ / ₈	14 ¹ / ₂
Bleed	11 ¹ / ₈	14 ³ / ₄
Half-Page Tabloid Spread		
Live	21 ¹ / ₈	6 ⁷ / ₈
Trim	21 ³ / ₄	7 ¹ / ₄
Bleed	22	7 ³ / ₈
Fractional Tabloid (No bleeds)		
1/5 Tab Hor	10 ¹ / ₈	2 ³ / ₄
2/5 Tab Hor	10 ¹ / ₈	5 ¹ / ₂
1/2 Tab Hor	10 ¹ / ₈	6 ⁷ / ₈
1/5 Tab Vert	1 ⁷ / ₈	13 ³ / ₄
2/5 Tab Vert	4	13 ³ / ₄
3/5 Tab Vert	6 ¹ / ₁₆	13 ³ / ₄
4/5 Tab Vert	8 ³ / ₁₆	13 ³ / ₄

• Photos: PDF, EPS, JPEG or TIFF: 300 ppi at the size to be used.*

• Text: Most word-processing software.

• Color logos, photos: CMYK format only.

• Black-and-white logos, photos: Grayscale format only.

• Fonts: We use Adobe Font Folio 8 and are not legally permitted to use other fonts. We reserve the right to substitute similar Adobe fonts for any non-Adobe fonts.

• Files may be sent via FTP. Contact the Advertising Traffic Manager or go to:

<http://www.ttnews.com/adrates/adratesplash.asp>.

• For information on creating a hi-res PDF file from Quark or In-Design, go to:

<http://www.ttnews.com/adrates/adratesplash.asp>.

*All PDF and EPS documents must have the fonts embedded, converted to paths or saved as outlines and must be saved without the use of downsampling or compression. PDF files must be version 1.3 for InDesign files.

TECHNICAL QUESTIONS

For technical, method-of-transmission or compatibility questions regarding your electronic files, please contact the Advertising Traffic Manager or go to: TTNews.com before submission.

Send ad materials to:

Transport Topics Publishing Group Advertising Traffic Manager

950 North Glebe Road, Suite 210 ■ Arlington, VA 22203

(703) 838-1746 ■ ttads@ttnews.com