

Transport Topics

2007 Classified Rates, At-A-Glance

Recruitment Display Rates:

Size/Freq:	1x	4x	7x	13x	18x	26x	39x	51x
Cost PCI	\$182	\$159	\$142	\$137	\$128	\$125	\$114	\$109
2"	364	318	284	274	256	250	228	218
3"	546	477	426	411	384	375	342	327
4"	728	636	568	548	512	500	456	436
5"	910	795	710	685	640	625	570	545
6"	1,092	954	852	822	768	750	684	654
7"	1,274	1,113	994	959	896	875	798	763
8"	1,456	1,272	1,136	1,096	1,024	1,000	912	872

Recruitment Line Ads: \$16.50 per line; 10 line minimum. \$15 each additional line, per insertion.

Categories: Employment – Owner/Operator – Agents Wanted – Situations Wanted – Broker

Line Ad Composition: Set in 6 pt. type, in paragraph format only, with first four words in caps.



Classified Display Rates:

Size/Freq:	1x	4x	7x	13x	18x	26x	39x	51x/+
Cost PCI	\$164	\$149	\$137	\$132	\$120	\$114	\$99	\$93
2"	328	298	274	264	240	228	198	186
3"	492	447	411	396	360	342	297	279
4"	656	596	548	528	480	456	396	372
5"	820	745	685	660	600	570	495	465
6"	984	894	822	792	720	684	594	558
7"	1,148	1,043	959	924	840	798	693	651
8"	1,312	1,192	1,096	1,056	960	912	792	744

Categories: All non-recruitment categories.

Classified Line Ads: \$100 for the first 6 lines per insertion. \$17 each additional line, per insertion.

Line Ad Composition: Set in 6 pt. type, in paragraph form only, with first four words in caps.

LINE ADS IN COLOR: Only an additional \$50 per insertion! (Colors: red, green, blue or yellow).

Display Color Charges—AAAA (red, green, blue and yellow) & 4-color process:

8" and under = \$95 9"-15" = \$200 16"-43" = \$450 44" or more = \$700 (per insertion)

(PMS) matched color: Call for rate.

Note: Ads in color should be emailed or sent on disk in CMYK. RGB colors will be converted. If PMS color is not specified, it will also be converted to CMYK.

5-For-3 Real Estate Specials

Place your real estate line ad for the first 3 weeks of the months listed and we will run your ad the last two weeks FREE!!
Get 5 ads for the price of only 3 and reach over 125,000 trucking industry managers and executives nationwide.

Issues: January – April – July – October

Deadlines

Display Ads: 3:30 pm (ET) Tuesday, preceding Monday publication.

Line Ads: 4:00 pm (ET) Tuesday, preceding Monday publication.

Production Specifications

Display Sizes: • 1 Col 1-7/8" • 2 Col 4" • 3 Col 6-1/16" • 4 Col 8-3/16" • 5 Col 10-5/16"

Minimum Size: 1 col x 2"

Maximum Size for full page ads*: 5 col x 14"

Maximum Size for fractionals: 5 col x 12-3/4"

*14" column applies to full page ads only. Full length fractional ads should be submitted at 12-3/4".

Minimum Depth: 2" (28 lines) for each column crossed.

Submitting Composed Ads/Images:

We accept composed ads via email sent as PDF, and ads or images in JPG or TIF file formats. Resolution on images should be set at 266 dpi or higher.

Production Charges:

One-time production fee per photo/logo: \$65. For all ads which require additional production, but not limited to: stripping, halftones, screening or typesetting, an additional production charge will be billed to the advertiser. The foregoing items are non-commissionable. Prices are subject to change without notice.

Terms & Conditions

- Ads cannot be canceled after 4:00 pm (ET) Tuesday or revised after 3:30pm (ET) Tuesday preceding Monday publication.
- Discounts for frequency and combination apply to display ads only.
- Adjustments to earned rate will be made as/when appropriate.
- TT Box Service charge: \$25 per insertion.
- Special position requests cannot be guaranteed.
- Pre-pay unless credit has been established. Visa, MasterCard and AMEX accepted.
- Agency Commissions: 15% for display space and color to recognized advertising agencies providing composed/camera ready materials.

OTHER ADVERTISING OPPORTUNITIES AVAILABLE:

UPGRADES FOR LINE ADS:

- **BACKGROUND COLOR:** Choose from red, green, blue or yellow: **Additional \$50 per insertion.**
- **CAPITAL LETTERING:** **\$5.00** additional per word, per insertion beyond first four words (exceptions are acronyms and state abbreviations).
- **Sell your equipment faster with a photo!** Run your equipment line ad with a photo for **ONLY** an additional **\$45.00** per insertion! Email your photo(s) in JPG or TIF file format to: classifieds@trucking.org.

ONLINE ADVERTISING

- **CareerCenter:** Visit our online CareerCenter at careers.ttnews.com. Ask about our special discounts for recruitment print advertisers.
- **ttnews.com:** Place your classified print ad and also have the text of the ad posted on the classifieds online free!

Classified Staff: Carolyn Cason, Manager – Pamela Johnson, Assistant Manager

Contact for Directory products – Carl Patterson, Acct Executive

**To place an ad: Email classifieds@trucking.org. Call 800-524-6246 or fax 800-232-6150.
Send materials to: Transport Topics, Attn: Classified Department, 2200 Mill Road, Alexandria, VA 22314.**