

Transport Topics

2008 CLASSIFIED RATES

Prices effective: January 7 – December 16

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

Recruitment Display Rates:

Size/Freq:	1x	4x	7x	13x	18x	26x	39x	51x
Cost PCI	\$188	\$162	\$145	\$140	\$132	\$127	\$117	\$110
2"	376	324	290	280	264	254	234	220
3"	564	486	435	420	396	381	351	330
4"	752	648	580	560	528	508	468	440
5"	940	810	725	700	660	635	585	550
6"	1,128	972	870	840	792	762	702	660
7"	1,316	1,134	1,015	980	924	889	819	770
8"	1,504	1,296	1,160	1,120	1,056	1,016	936	880

Recruitment Line Ads: \$16.75 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.

Equipment and Marketplace Display Rates:

Size/Freq:	1x	4x	7x	13x	18x	26x	39x	51x/+
Cost PCI	\$169	\$153	\$140	\$134	\$123	\$116	\$101	\$95
2"	338	306	280	268	246	232	202	190
3"	507	459	420	402	369	348	303	285
4"	676	612	560	536	492	464	404	380
5"	845	765	700	670	615	580	505	475
6"	1,014	918	840	804	738	696	606	570
7"	1,183	1,071	980	938	861	812	707	665
8"	1,352	1,224	1,120	1,072	984	928	808	760

Categories: All non-recruitment categories.

Classified Line Ads: \$103 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 = \$98 9"-15" = \$205 16"-43" = \$460 44" or more = \$720 (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 (March, June, September, December)

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.

Deadlines

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

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

NEW FEATURE!

BUILD YOUR OWN DISPLAY AD USING PROFESSIONAL TEMPLATE DESIGNS !

Here's how it works:

Visit www.ttnews.com and click on the *Place an Ad* link. Create your free account and then select your size, category and template style. Input your text, upload your logo or photo and click on submit.* *It's as easy as 1-2-3!*

*Ad subject to Transport Topics approval. Final price will be confirmed by your advertising representative.

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.

<h3>OTHER ADVERTISING OPPORTUNITIES AVAILABLE:</h3>
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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 **\$48** per insertion! Email your photo(s) in JPG or TIF file format to: classifieds@trucking.org

ONLINE ADVERTISING

CareerCenter | Search. Post. Apply.

Visit <http://careers.ttnews.com> to see package rates and features. Ask about special discounts for recruitment print advertisers.

Transport Topics **Online**

- Buy a classified print ad and we will place the text of the ad on the classifieds online for no additional charge: <http://www.ttnews.com/classifieds>

CONTACT INFORMATION:

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

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, 950 N. Glebe Road, Suite 210, Arlington, VA 22203.

CLASSIFIED ALERT e-NEWSLETTER

Transport Topics Classified **ALERT** The #1 Classified section serving the trucking industry.
RECRUITMENT EQUIPMENT MARKETPLACE

With a print purchase, you can place your **Recruitment**, **Equipment** or **Marketplace** ad in the *TT Classified Alert Newsletter* for only \$75 and reach more than 25,000 readers every Friday!

All our newsletters are free! Sign up at http://www.ttnews.com/login/email2_new.asp