

Pricing Effective August 15, 2010

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(Gross Rates. 15% Agency Discount available.)

### WEB Banners - 2 Rotating Slots for Each Position

			1x	3x	6x	12x	18x	24x
	<b>Size</b>	<b>Impressions</b>						
<b>HOME</b>								
TTNews Homepage - V Banner 1	120x240	33,000	\$ 1,650	\$ 1,568	\$ 1,485	\$ 1,403	\$ 1,320	\$ 1,238
TTNews Homepage - V Banner 2	120x240	33,000	\$ 1,485	\$ 1,411	\$ 1,337	\$ 1,262	\$ 1,188	\$ 1,114
TTNews Homepage - V Banner 3	120x240	33,000	\$ 1,155	\$ 1,097	\$ 1,040	\$ 982	\$ 924	\$ 866
TTNews Home "Rectangle" (Top Stories)	336x280	33,000	\$ 3,300	\$ 3,135	\$ 2,970	\$ 2,805	\$ 2,640	\$ 2,475
TTNews Home "Square" (Latest News)	<b>Home Only</b> 250x250	33,000	\$ 2,670	\$ 2,537	\$ 2,403	\$ 2,270	\$ 2,136	\$ 2,003
<b>STORY</b>								
TTNews News Pages - V Banner 1	120x240	52,000	\$ 1,560	\$ 1,482	\$ 1,404	\$ 1,326	\$ 1,248	\$ 1,170
TTNews News Pages - V Banner 2	120x240	52,000	\$ 1,300	\$ 1,235	\$ 1,170	\$ 1,105	\$ 1,040	\$ 975
TTNews News Pages - V Banner 3	120x240	52,000	\$ 1,144	\$ 1,087	\$ 1,030	\$ 972	\$ 915	\$ 858
TTNews Story "Rectangle"	336x280	52,000	\$ 3,640	\$ 3,458	\$ 3,276	\$ 3,094	\$ 2,912	\$ 2,730
TTNews News Pages - H Banner	<b>Story Only</b> 468x60	52,000	\$ 2,080	\$ 1,976	\$ 1,872	\$ 1,768	\$ 1,664	\$ 1,560
<b>HOME and STORY Combo - Run of Site</b>								
TTNews - V Banner 1	120x240	85000	\$ 3,050	\$ 2,897	\$ 2,745	\$ 2,592	\$ 2,440	\$ 2,287
TTNews - V Banner 2	120x240	85000	\$ 2,646	\$ 2,513	\$ 2,381	\$ 2,249	\$ 2,117	\$ 1,984
TTNews - V Banner 3	120x240	85000	\$ 2,184	\$ 2,075	\$ 1,966	\$ 1,856	\$ 1,747	\$ 1,638
TTNews "Rectangle"	336x280	85000	\$ 6,593	\$ 6,263	\$ 5,934	\$ 5,604	\$ 5,274	\$ 4,945

### Curtain Ad (1 week, 7 days)

			1x	3x	6x	12x	18x	24x
Home Page	640x480	15,000	2500	\$ 2,375	\$ 2,250	\$ 2,125	\$ 2,000	\$ 1,875
Home and Story (run of site)	640x480	35,000	5500	\$ 5,225	\$ 4,950	\$ 4,675	\$ 4,400	\$ 4,125

Full page interstitial. Digital Weight 60 initial, 100k total max. 15s max time

### Newsletters

#### Monthly (20 issues) 5 per week

	Subscribers	1x	3x	6x	12x	18x	24x
TTNews Express Ad #1 w/logo	24,500	\$ 4,700	\$ 4,465	\$ 4,230	\$ 3,995	\$ 3,760	\$ 3,525
TTNews Express Ad #2 w/logo		\$ 4,230	\$ 4,019	\$ 3,807	\$ 3,596	\$ 3,384	\$ 3,173
TTNews Express Ad #3 w/logo		\$ 3,995	\$ 3,795	\$ 3,596	\$ 3,396	\$ 3,196	\$ 2,996

#### Monthly 4 weekly issues

		1x	3x	6x	12x	18x	24x
Technology Slot #1 w/logo	20000	\$ 1,640	\$ 1,558	\$ 1,476	\$ 1,394	\$ 1,312	\$ 1,230
TechnologySlot #2 w/logo		\$ 1,440	\$ 1,368	\$ 1,296	\$ 1,224	\$ 1,152	\$ 1,080
Logistics Slot #1 w/logo	20000	\$ 1,640	\$ 1,558	\$ 1,476	\$ 1,394	\$ 1,312	\$ 1,230
Logistics Slot # 2 w/logo		\$ 1,440	\$ 1,368	\$ 1,296	\$ 1,224	\$ 1,152	\$ 1,080
Equipment Slot #1 w/logo	20000	\$ 1,640	\$ 1,558	\$ 1,476	\$ 1,394	\$ 1,312	\$ 1,230
Equipment Slot #2 w/logo		\$ 1,440	\$ 1,368	\$ 1,296	\$ 1,224	\$ 1,152	\$ 1,080
Government Slot #1 w/logo	14,500	\$ 1,350	\$ 1,283	\$ 1,215	\$ 1,148	\$ 1,080	\$ 1,013
Government Slot #2 w/logo		\$ 1,175	\$ 1,116	\$ 1,058	\$ 999	\$ 940	\$ 881

### Sponsor's Message (Exclusive E-mail to TT Print/Online/Newsletter and ATA audiences)

		1x	3x	6x	12x	18x	24x
Transport Topics Sponsor's Message	55,000	\$ 6,500	\$ 6,175	\$ 5,850	\$ 5,525	\$ 5,200	\$ 4,875
Light & Medium Truck Sponsor's Message	<b>NEW</b> 25,000	\$ 2,950	\$ 2,803	\$ 2,655	\$ 2,508	\$ 2,360	\$ 2,213

### LIGHT & MEDIUM DUTY

	1X	3x	6x	12x	18x	24x
Light & Medium Truck -banner						
Slot 1	\$ 750	\$ 713	\$ 675	\$ 638	\$ 600	\$ 563
Slot 2	\$ 650	\$ 618	\$ 585	\$ 553	\$ 520	\$ 488
Horizontal Banner 468x60	\$ 750	\$ 713	\$ 675	\$ 638	\$ 600	\$ 563
300x240 Banner	\$ 988	\$ 939	\$ 889	\$ 840	\$ 790	\$ 741
25,000 LMT Report Ad#1	\$ 1,450	\$ 1,378	\$ 1,305	\$ 1,233	\$ 1,160	\$ 1,088
LMT Report Ad#2	\$ 1,250	\$ 1,188	\$ 1,125	\$ 1,063	\$ 1,000	\$ 938

## GENERAL ADVERTISING INFORMATION FOR 2010

Material Specifications

### E-NEWSLETTER AD SPECS:

Headline or title: 50-characters including spaces

Main body: 300-characters including spaces

Closing statement: 50-characters including spaces (please include your website's URL)

Company logo: Static GIF or JPG; 100 x 100 pixels, 7K max weight (no animation accepted)

### WEBSITE BANNER AD SPECS:

- 300 x 240 pixels, 40K max weight
- 336 x 280 pixels, 45K max weight
- 468 x 60 pixels, 25K max weight
- 120 x 240 pixels, 25K max weight
- 640 x 480 pixels, 60K max weight Animation up to 15s
- GIF, JPG and Flash accepted

### SPONSOR'S MESSAGE E-MAIL BLAST:

- Max of 600 pixels wide, unlimited length and weight
- Graphic elements must be hosted on client's site.

### General Advertising Policies

**FREQUENCY:** Frequency level applies for 12 months from date of first insertion. Frequency discounts are only per the published rate card.

**CANCELLATIONS:** Advertiser or agency may cancel the insertion order without penalty by providing written notice to TTPG at least 30 days prior to first insertion date. Cancellations are not accepted within 30 days of insertion date.

**SHORT RATES:** 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.

**CREDITS:** 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

**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:** When ad copy is not received by closing date, ad copy run in previous issue will be inserted. The publisher assumes no liability if, for any reason, it becomes necessary to omit an ad.

**COMMISSION:** There will be 15% commission on banners to recognized advertising agencies when account is paid within 15 days of invoice date.

### Responsibilities

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

### Issuance and Closing Dates

TTNews.com and LMTruck.com are updated daily. E-newsletters are distributed weekly. Space reservations are due 30 days prior to the first insertion date. Ad material are due 7 days prior to insertion date. If material is delayed beyond the material due date, copy that appeared in preceding insertion will be used.