

# 2010 General Advertising Information and Policies

Scroll down for rates.

LIGHT & MEDIUM TRUCK **Online**

## Metrics

- Our audience is managers of light to medium (Class 2-7) truck fleets (trucks, vans, tractors).
- The website has 5,000 unique registrants and earns 20,000 impressions/mo.

## 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 therefrom against the publisher. The publisher reserves the right to reject any advertising copy or cancel any advertising.

## Issuance and Closing Dates

LMTruck.com is updated daily. The E-newsletter is distributed weekly. Space reservations are due 30 days prior to the first insertion date. Ad materials 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.

Questions? Contact [cgorrell@trucking.org](mailto:cgorrell@trucking.org)

## 2010 Online Rates and Specs

There was no rate increase from 2009 to 2010.

**LIGHT & MEDIUM TRUCK Online**

Placement	Number of advertisers per placement	Impressions earned/mo.	When you buy one month (1X)	When you buy three mos. (3X)	When you buy six mos. (6X)	When you buy 12 mos. (12X)
<a href="#">LMTruck.com</a> "300x240"	1	20,000	\$ 988 gross/mo.	\$ 919 gross/mo.	\$ 869 gross/mo.	\$ 840 gross/mo.
<a href="#">LMTruck.com</a> "468x60"	1	20,000	\$ 750 gross/mo.	\$ 675 gross/mo.	\$ 660 gross/mo.	\$ 638 gross/mo.
<a href="#">LMTruck.com</a> "120x240 Slot #1"	1	20,000	\$ 750 gross/mo.	\$ 675 gross/mo.	\$ 660 gross/mo.	\$ 638 gross/mo.
<a href="#">LMTruck.com</a> "120x240 Slot #2"	1	20,000	\$ 650 gross/mo.	\$ 585 gross/mo.	\$ 572 gross/mo.	\$ 553 gross/mo.

### Specifications

- GIF, JPG and Flash accepted
- 300 x 240 pixels, 40K max weight
- 468 x 60 pixels, 25K max weight
- 120 x 240 pixels, 25K max weight
- sold in month-long increments
- banners are 15% commissionable

If using Flash, create a button in your Flash creative and assign it an onrelease action by copying and pasting the following ActionScript code *exactly* as it appears:

**Flash 4, 5, 6, and 7:**

```
on (release) {
    if (clickTAG.substr(0,5) == "http:") {
        getURL(clickTAG, "_blank");
    }
}
```

**Flash 8 and 9:**

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

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