

## 2010 Advertising Information and Policies

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### Metrics

- Our audience is managers of light to medium (Class 2-7) truck fleets (trucks, vans, tractors).
- The e-newsletter has 24,000 subscribers and earns 96,000 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

TTNews.com is updated daily. E-newsletters are 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.



Placement (sold in month-long increments but the weeks can be spread out over time)	Number of issues/mo.	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)
<i>L&amp;MTruck Report</i> weekly e-newsletter "Text Ad #1 w/logo"	4	96,000	\$1,450 net/mo.	\$1,349 net/mo.	\$1,276 net/mo.	\$1,233 net/mo.
<i>L&amp;MTruck Report</i> weekly e-newsletter "Text Ad #2 w/logo"	4	96,000	\$1,250 net/mo.	\$1,163 net/mo.	\$1,100 net/mo.	\$1,063 net/mo.

### Specifications

- 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)

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