

Advertising Rates (Effective January 2011)

Color:	1x	3x	6x	9x	12x	18x	24x
1 Page	\$10,190	\$10,054	\$9,779	\$9,501	\$9,297	\$8,754	\$8,358
2-Page Spread	\$19,547	\$19,288	\$18,766	\$18,237	\$17,850	\$16,819	\$16,065
2/3 Page	\$8,154	\$8,045	\$7,759	\$7,552	\$7,490	\$7,296	\$6,733
1/2-Page Spread	\$13,000	\$12,796	\$12,549	\$12,235	\$11,992	\$11,421	\$10,862
1/2 Page	\$6,500	\$6,398	\$6,275	\$6,118	\$5,996	\$5,711	\$5,431
1/3 Page	\$5,264	\$5,175	\$5,072	\$4,960	\$4,878	\$4,667	\$4,455
1/4 Page	\$4,403	\$4,361	\$4,239	\$4,155	\$4,121	\$3,965	\$3,805
1/6 Page	\$3,761	\$3,726	\$3,618	\$3,553	\$3,532	\$3,413	\$3,321
Gatefold	\$28,487	\$28,111	\$27,357	\$26,591	\$26,030	\$24,538	\$23,447

Black and White:	1x	3x	6x	9x	12x	18x	24x
1 Page	\$8,336	\$8,200	\$7,925	\$7,647	\$7,443	\$6,900	\$6,504
2-Page Spread	\$15,839	\$15,580	\$15,058	\$14,529	\$14,142	\$13,111	\$12,357
2/3 Page	\$6,300	\$6,191	\$5,905	\$5,698	\$5,636	\$5,442	\$4,879
1/2-Page Spread	\$9,292	\$9,088	\$8,841	\$8,527	\$8,284	\$7,713	\$7,154
1/2 Page	\$4,646	\$4,544	\$4,421	\$4,264	\$4,142	\$3,857	\$3,577
1/3 Page	\$3,410	\$3,321	\$3,218	\$3,106	\$3,024	\$2,813	\$2,601
1/4 Page	\$2,549	\$2,507	\$2,385	\$2,301	\$2,267	\$2,111	\$1,951
1/6 Page	\$1,907	\$1,872	\$1,764	\$1,699	\$1,678	\$1,559	\$1,467
Gatefold	\$22,925	\$22,549	\$21,795	\$21,029	\$20,468	\$18,976	\$17,885

Preferred Position:	1x	3x	6x	9x	12x	18x	24x
Cover 2	\$11,719	\$11,562	\$11,246	\$10,926	\$10,691	\$10,067	\$9,611
Cover 2 Spread	\$22,479	\$22,181	\$21,581	\$20,973	\$20,527	\$19,341	\$18,474
Cover 3	\$10,700	\$10,556	\$10,268	\$9,976	\$9,762	\$9,192	\$8,775
Cover 3 Spread	\$20,525	\$20,252	\$19,705	\$19,149	\$18,742	\$17,659	\$16,868
Cover 4	\$12,229	\$12,065	\$11,735	\$11,401	\$11,156	\$10,505	\$10,029

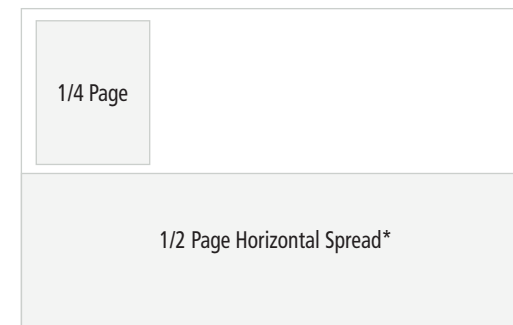
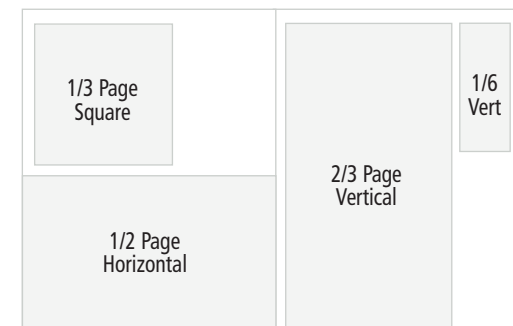
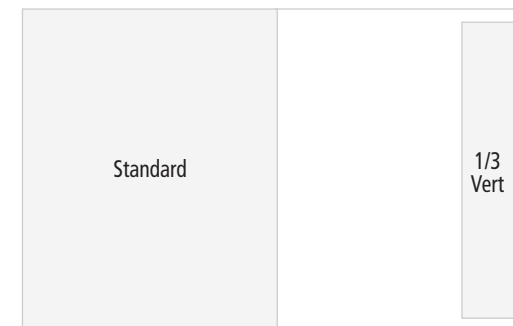
Spot Color (per page or fraction):

TTPG Color / \$925 Spot Color / \$970 Metallic / \$1,250

Display Advertising Sizes

	WIDTH	DEPTH
Full Page (live)	7 ⁷ / ₈ "	10 ⁵ / ₈ "
Full-Page (bleed)	8 ³ / ₈ "	11 ¹ / ₈ "
2-Page Spread (bleed)	16 ¹ / ₂ "	11 ¹ / ₈ "
2/3 Page	4 ¹ / ₂ "	10"
1/2-Page Horizontal	7"	5"
1/2-Page Horizontal Spread	15 ¹ / ₄ "	5"
1/2-Page Vertical	3 ³ / ₈ "	7 ¹ / ₅ "
1/3-Page Square	4 ¹ / ₂ "	5"
1/3-Page Vertical	2 ¹ / ₈ "	10"
1/4 Page	3 ³ / ₈ "	5"
1/6 Page	2 ¹ / ₈ "	5"
Publication Trim Size	8 ¹ / ₈ "	10 ⁷ / ₈ "

Display Advertising Units



*No margin is required for gutter space on spread advertisements.

Rate Reduction Plans

New for 2011! Not only do you get a better rate for achieving higher frequency levels, now you can earn additional discounts.

- 1-3 insertions** **15%**
- 4-6 insertions** **20%**
- 7-9 insertions** **25%**
- 10+ insertions** **30%**

Insertion levels based on L&MT participation. Rate adjustments applied to schedules not achieving stated insertion levels. Contact your Regional Sales Manager for program details.

Send ad materials to:

Light & Medium Truck

Advertising Traffic Manager
950 North Glebe Road, Suite 210
Arlington, VA 22203
(703) 838-1746 ■ ttads@trucking.org