

4 REGIONAL EDITIONS

EMPIRE STATE EDITION



Circulated in
New York State excluding
the Metro NYC/LI area.
Deadline:
1st Friday of Every Month

SOUTHEAST EDITION



Circulated in
Florida, Georgia,
the Carolinas, Alabama,
Mississippi, Tennessee,
Virginia & West Virginia.
Deadline:
2nd Friday of Every Month

MIDLANTIC EDITION



Circulated in
New York City,
Long Island,
Eastern Pennsylvania,
New Jersey, Delaware,
Maryland & Washington D.C.
Deadline:
3rd Friday of Every Month

NEW ENGLAND EDITION



Circulated in
Maine, New Hampshire,
Vermont, Massachusetts,
Rhode Island & Connecticut.
Deadline:
4th Friday of Every Month



416 Green Lane • Suite D
Bristol, PA 19007-4001

Phone:

(215) 826-9700
(800) 693-9928

Fax:

(215) 826-9901

Email:

info@tbg-truckbuyersguide.com

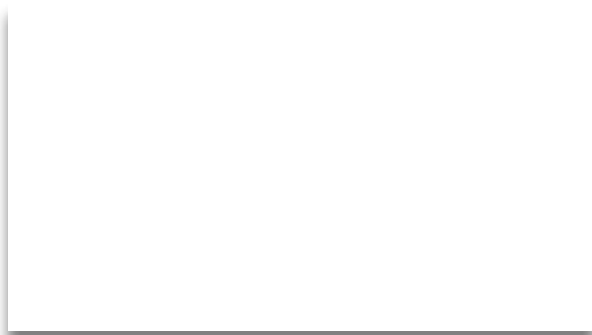
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TBG-TruckBuyersGuide.com



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TBG-TruckBuyersGuide.com

RATE CARD

EMPIRE STATE EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1524	\$1452	\$1355
Full page	\$842	\$801	\$756
2/3 page	\$627	\$582	\$554
1/2 page	\$462	\$431	\$399
1/3 page	\$328	\$306	\$291
1/4 page	\$254	\$242	\$226
1/6 page	\$185	\$175	\$164
Column inches	\$44	\$40	\$36
Front or back cover:	\$1084		

Special

Positions: Page 2 - 9 • Centerfold • Inside Back Cover
10% additional

Spot color	\$91
Full color	\$228 additional
Classified ads	\$35 ea.

SOUTHEAST EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1424	\$1358	\$1266
Full page	\$768	\$733	\$694
2/3 page	\$574	\$530	\$507
1/2 page	\$422	\$393	\$368
1/3 page	\$300	\$281	\$264
1/4 page	\$233	\$221	\$209
1/6 page	\$165	\$159	\$148
Column inches	\$42	\$38	\$35
Front or back cover:	\$1027		

Special

Positions: Page 2 - 9 • Centerfold • Inside Back Cover
10% additional

Spot color	\$91
Full color	\$228 additional
Classified ads	\$35 ea.

MECHANICAL SPECIFICATIONS

2 page spread	15" x 9 3/8"
Full page	7" x 9 3/8"
2/3 page	
2 column	4 5/8" x 9 3/8"
3 column	7" x 6 1/4"
1/2 page	
1 1/2 column	3 3/8" x 9 3/8"
2 column	4 5/8" x 7"
3 column	7" x 4 5/8"
1/3 page	
1 column	2 1/4" x 9 3/8"
1 1/2 column	3 3/8" x 6 1/4"
2 column	4 5/8" x 4 5/8"
3 column	7" x 3"
1/4 page	
1 column	2 1/4" x 7"
1 1/2 column	3 3/8" x 4 5/8"
3 column	7" x 2 1/8"
1/6 page	
1 column	2 1/4" x 4 5/8"
2 column	4 5/8" x 2 1/4"
Front Cover	7" x 5 1/4"

TBCG

TRUCK BUYERS GUIDE

RATE SCHEDULE

PRE-PRESS INFORMATION

- Mac based operating system.
- Email attachments: JPEG, TIFF or PDF formats.
- Software: Adobe InDesign CC, Adobe Photoshop CC, Adobe Illustrator CC, Adobe Acrobat Pro DC.
- Digital file requirements for completed ads:
 - High resolution (300 PPI) PDF / TIFF / EPS with all fonts & images embedded & all colors converted to CMYK.
 - Illustrator & Photoshop files must have all fonts converted to outlines.
- Minimum scanned image resolution:
 - Grayscale at 170 PPI at 100%.
 - Color at 200 PPI in CMYK at 100%.
- Contact the production department with any questions.

Black & white ads should be created using 100% black, not process black. Any files submitted with RGB, Pantone® or spot colors will be converted to CMYK. PDF files that do not meet our requirements will be opened in Photoshop and converted to a 300 PPI TIFF and placed in an InDesign document.

If advertising material is submitted which does not conform to our mechanical and/or pre-press specifications, we are unable to guarantee the reproduction quality of such material. If possible, we will alert the advertiser and/or agency to these problems. We may, if requested, attempt to re-work the material into a suitable form for reproduction. Any additional work will be charged to the customer at prevailing rates. Contact the publisher for further information.

WEBSITE BANNER ADVERTISING

Please contact your regional sales representative or the publishing office for available sizes and pricing.

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MIDLANTIC EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1650	\$1570	\$1461
Full page	\$912	\$868	\$812
2/3 page	\$685	\$641	\$605
1/2 page	\$504	\$473	\$425
1/3 page	\$355	\$336	\$316
1/4 page	\$277	\$263	\$247
1/6 page	\$195	\$189	\$175
Column inches	\$47	\$43	\$40
Front or back cover:	\$1125		

Special

Positions: Page 2 - 9 • Centerfold • Inside Back Cover
10% additional

Spot color	\$91
Full color	\$228 additional
Classified ads	\$35 ea.

NEW ENGLAND EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1600	\$1525	\$1422
Full page	\$884	\$841	\$794
2/3 page	\$658	\$611	\$582
1/2 page	\$485	\$452	\$419
1/3 page	\$344	\$321	\$305
1/4 page	\$267	\$254	\$237
1/6 page	\$194	\$184	\$172
Column inches	\$46	\$42	\$38
Front or back cover:	\$1138		

Special

Positions: Page 2 - 9 • Centerfold • Inside Back Cover
10% additional

Spot color	\$91
Full color	\$228 additional
Classified ads	\$37 ea.

ISSUANCE: 12 issues of each edition are published annually.

MULTIPLE EDITION INCENTIVE DISCOUNTS: A 10% incentive discount is offered for advertisers inserting the identical ad into a second, third or fourth issue of **TBG/Truck Buyers Guide** in the same calendar month. The first insertion must be inserted at full price, and the subsequent ad insertions must not need any copy changes to qualify for the discount.

CREDIT POLICY: Net 30. Payment must accompany all ads unless credit has been established with the publisher.

SERVICE CHARGE: A service charge of **1.5% per month (18% per year)** will be added to all past due balances.

AD AGENCY COMMISSIONS: In all cases, our invoices will show the gross amount for the ad space contracted, less 15% agency commission, and a net amount. Ad agencies agree to remit the net amount due, per the terms of our credit policy (explained above) or forfeit the 15% commission.

CASH DISCOUNTS: All invoices paid in 10 days or less are eligible for a 2% cash discount.

LIABILITIES: Advertisers and/or their ad agencies, both jointly and severally, assume responsibility for all content of the advertisements printed. All advertisers and their ad agencies, both jointly and severally, assume responsibility for any and all claims arising against the publisher and agree to indemnify the publisher against any and all expense or loss suffered by reason of such claims. Advertisers and their ad agencies, both jointly and severally, accept full responsibility for payment of invoices per terms in this rate card.