

# 5 REGIONAL EDITIONS



## EMPIRE STATE EDITION

Circulated in New York State excluding the Metro NYC/LI area.

**Deadline:**  
1st Friday of Every Month



## DELMARVA EDITION

Circulated in Delaware, Maryland, Virginia & West Virginia.

**Deadline:**  
2nd Friday of Every Month



## SOUTHEAST EDITION

Circulated in Florida, Georgia, the Carolinas, Alabama, Mississippi & Tennessee.

**Deadline:**  
2nd Friday of Every Month



## MIDLANTIC EDITION

Circulated in New York City, Long Island, New Jersey & Eastern Pennsylvania.

**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

### E-Mail:

[info@tbg-truckbuyersguide.com](mailto:info@tbg-truckbuyersguide.com)

### Web Address:

[www.tbg-truckbuyersguide.com](http://www.tbg-truckbuyersguide.com)

**Represented By:**



TRUCK BUYERS GUIDE

RATE CARD

## EMPIRE STATE EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1451	\$1383	\$1290
Full page	\$802	\$763	\$720
2/3 page	\$597	\$554	\$528
1/2 page	\$440	\$410	\$380
1/3 page	\$312	\$291	\$277
1/4 page	\$242	\$230	\$215
1/6 page	\$176	\$167	\$156
Column inches	\$42	\$38	\$34
Front or back cover: \$1032			

### Special

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

Spot color	\$87
Full color	\$217 additional
Classified ads	\$33 ea.

## SOUTHEAST EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1356	\$1293	\$1206
Full page	\$731	\$698	\$661
2/3 page	\$547	\$505	\$483
1/2 page	\$402	\$374	\$350
1/3 page	\$286	\$268	\$251
1/4 page	\$222	\$210	\$199
1/6 page	\$157	\$151	\$141
Column inches	\$40	\$36	\$33
Front or back cover: \$978			

### Special

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

Spot color	\$87
Full color	\$217 additional
Classified ads	\$33 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

## MIDLANTIC EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1571	\$1495	\$1391
Full page	\$869	\$827	\$773
2/3 page	\$652	\$610	\$576
1/2 page	\$480	\$450	\$405
1/3 page	\$338	\$320	\$301
1/4 page	\$264	\$250	\$235
1/6 page	\$186	\$180	\$167
Column inches	\$45	\$41	\$38
Front or back cover: \$1071			

### Special

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

Spot color	\$87
Full color	\$217 additional
Classified ads	\$33 ea.

## PRE-PRESS INFORMATION

- Mac based operating system.
- Media: CD-ROM, Mac formatted 100 MB Zip disks or 3.5" diskettes.
- E-Mail attachments: JPEG, TIFF or PDF formats.
- Software: Adobe InDesign CS3 V 5.0, Adobe Photoshop CS3 V 10.0, Adobe Illustrator CS3 V13.0, Adobe Acrobat 8.0.
- Digital file requirements for completed ads:
  - High resolution (300 DPI) 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 DPI at 100%.
  - Color at 200 DPI in CMYK at 100%.
- Contact the production department with any questions.

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.

## DELMARVA EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1356	\$1293	\$1206
Full page	\$731	\$698	\$661
2/3 page	\$547	\$505	\$483
1/2 page	\$402	\$374	\$350
1/3 page	\$286	\$268	\$251
1/4 page	\$222	\$210	\$199
1/6 page	\$157	\$151	\$141
Column inches	\$40	\$36	\$33
Front or back cover: \$978			

### Special

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

Spot color	\$87
Full color	\$217 additional
Classified ads	\$33 ea.

## NEW ENGLAND EDITION

B&W Rate	1 Insertion/yr	6 Insertions/yr	12 Insertions/yr
2 page spread	\$1451	\$1383	\$1290
Full page	\$802	\$763	\$720
2/3 page	\$597	\$554	\$528
1/2 page	\$440	\$410	\$380
1/3 page	\$312	\$291	\$277
1/4 page	\$242	\$230	\$215
1/6 page	\$176	\$167	\$156
Column inches	\$42	\$38	\$34
Front or back cover: \$1032			

### Special

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

Spot color	\$87
Full color	\$217 additional
Classified ads	\$33 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, fourth or fifth issue of *TBCG/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.