

Color:	1x	3x	6x	9x	12x	18x	24x
Full Page	\$10,547	\$10,406	\$10,121	\$9,834	\$9,622	\$9,060	\$8,651
2-Page Spread	\$20,231	\$19,963	\$19,423	\$18,875	\$18,475	\$17,408	\$16,627
2/3 Page	\$8,439	\$8,327	\$8,031	\$7,816	\$7,752	\$7,551	\$6,969
1/2-Page Spread	\$13,455	\$13,244	\$12,988	\$12,663	\$12,412	\$11,821	\$11,242
1/2 Page	\$6,728	\$6,622	\$6,495	\$6,332	\$6,206	\$5,911	\$5,621
1/3 Page	\$5,448	\$5,356	\$5,250	\$5,134	\$5,049	\$4,830	\$4,611
1/4 Page	\$4,557	\$4,514	\$4,387	\$4,300	\$4,265	\$4,104	\$3,938
1/6 Page	\$3,893	\$3,856	\$3,745	\$3,677	\$3,656	\$3,532	\$3,437

Preferred Position:	1x	3x	6x	9x	12x	18x	24x
Cover 2	\$12,129	\$11,967	\$11,639	\$11,309	\$11,066	\$10,419	\$9,948
Cover 2 Spread	\$23,266	\$22,958	\$22,336	\$21,707	\$21,246	\$20,019	\$19,121
Cover 3	\$11,074	\$10,926	\$10,627	\$10,325	\$10,104	\$9,513	\$9,083
Cover 3 Spread	\$21,243	\$20,961	\$20,394	\$19,819	\$19,398	\$18,278	\$17,459
Cover 4	\$12,656	\$12,487	\$12,146	\$11,800	\$11,547	\$10,872	\$10,381
Gatefold	\$29,484	\$29,095	\$28,314	\$27,522	\$26,941	\$25,397	\$24,268

Spot Color (per page or fraction):

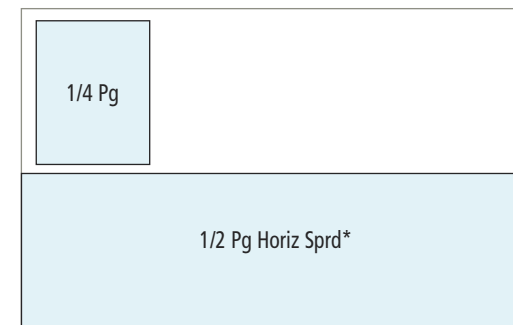
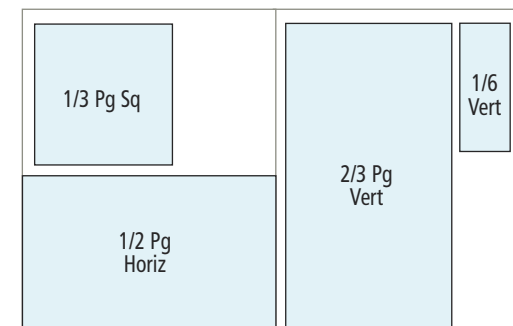
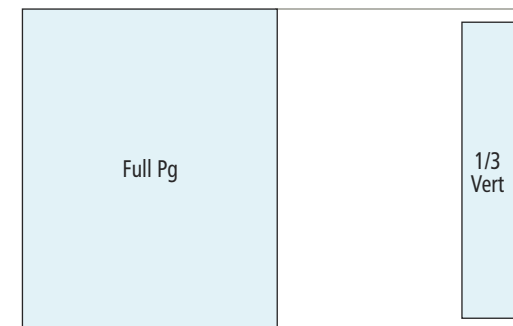
TTPG Color / \$925

Spot Color / \$970

Metallic / \$1,250

\*Live area should be at least 1/4 from final trim.

	WIDTH	DEPTH
Full Pg (trim)*	8 1/8	10 7/8
Full Pg (bleed)	8 1/4	11 1/8
2 Pg Sprd (trim)*	16 1/4	10 7/8
2 Pg Sprd (bleed)	16 1/2	11 1/8
2/3 Pg	4 1/2	10
1/2 Pg Horiz	7	5
1/2 Pg Horiz Sprd	15 1/4	5
1/2 Pg Vert	3 3/8	7 1/5
1/3 Pg Sq	4 1/2	5
1/3 Page Vert	2 1/8	9 3/4
1/4 Pg	3 3/8	5
1/6 Pg	2 1/8	5
Publication Trim Size	8 1/8	10 7/8



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

Send ad materials to:

**Light & Medium Truck**

Advertising Traffic Manager

950 North Glebe Road, Suite 210

Arlington, VA 22203

(703) 838-1746 ■ ttads@ttnews.com

# Rate Reduction Plans

**4-6 insertions ..... 20%**

**7-9 insertions ..... 25%**

**10+ insertions ..... 30%**

**More frequency, greater discounts!** Advertisers can earn up to 30% off their earned rates with our Rate Reduction Plans. Increased frequency translates into more top-of-mind name awareness... it also helps you stretch your budget!

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.