

Advertising Rates

Display Rates

(Effective January 2009)

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 & 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 Positions:

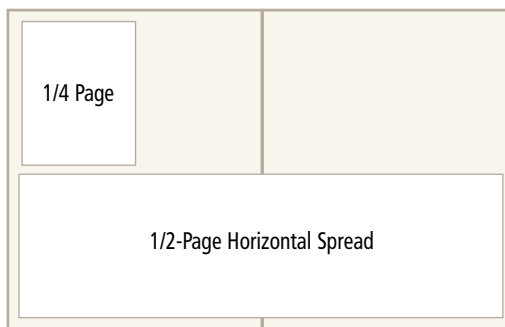
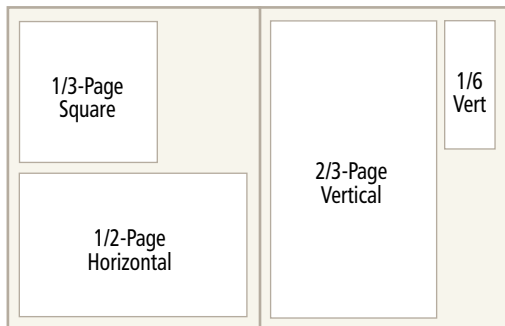
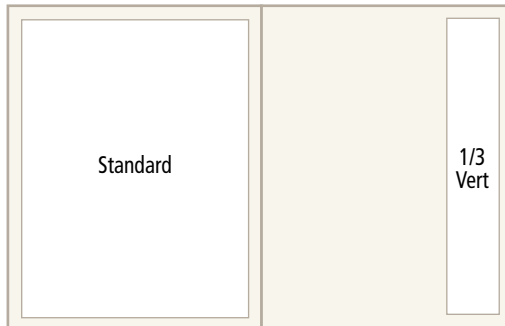
	1x	3x	6x	9x	12x	18x	24x
Cover 2	\$11,719	\$11,562	\$11,246	\$10,926	\$10,691	\$10,067	\$9,611
Cover 2 Spread	22,479	22,181	21,581	20,973	20,527	19,341	18,474
Cover 3	10,700	10,556	10,268	9,976	9,762	9,192	8,775
Cover 3 Spread	20,525	20,252	19,705	19,149	18,742	17,659	16,868
Cover 4	12,229	12,065	11,735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

Spot Color (per page or fraction):

TTPG Color (Red, Green, Blue, Yellow, Orange)	\$925
Spot Color	\$970
Metallic Color	\$1,250

Advertising Specs and Sizes

Display Specifications



Display Sizes

	WIDTH	DEPTH
Full Page	8 ¹ / ₈ "	10 ⁷ / 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	8¹/₈"	10⁷/₈"

Advertising Materials

Send ad materials to:

LIGHT & MEDIUM TRUCK

Advertising Traffic Manager
 950 North Glebe Road, Suite 210
 Arlington, VA 22203
 (703) 838-1773
Iroddy@trucking.org

Bonus Advertising Programs

Bonus Programs

LIGHT & MEDIUM TRUCK offers several advertising programs that reward you with bonus advertising pages each year. The bonus programs are targeted to reach your customers in strategic industrial sectors.

Combination Frequency Discounts With TRANSPORT TOPICS

The cumulative audience of LIGHT & MEDIUM TRUCK and its sister publication TRANSPORT TOPICS is more than 355,000 readers each month. Executives and managers in the freight-hauling, supply-chain, construction and utility industries rely on these two award-winning publications to keep them updated about news and events affecting their business operations.

Insertions in LIGHT & MEDIUM TRUCK and TRANSPORT TOPICS are combined into an overall frequency number that establishes the advertiser's earned frequency rate in each publication.

Buy 6 Ads, Get 2 Bonus Ads of Comparable Size and Color

Buy 3 Ads, Get 1 Bonus Ad of Comparable Size and Color

Step-Up Advertiser Bonus Program

Existing advertisers who placed three or more insertions in 2008 and increase their ad schedule by at least one insertion in 2009 earn an additional bonus ad comparable to their paid ads.

New Advertiser Bonus Program

Any new display advertiser running three or more ads in 2009 earns one bonus insertion. A bonus ad must be of the same size and color. A new advertiser is one who has not advertised during the previous 12 months. If the contracted amount of advertising is not fulfilled, bonus ads will be billed at the advertiser's earned rate. There is no earned frequency on bonus ads. Bonus ads will not be used on premium positions or gatefolds.

Light & Medium Truck Report Bonus Program

Buy three weekly e-newsletters and get a fourth week at no charge. Scheduled weeks based on availability.

Note: Advertisers may participate in more than one Bonus Program. However, individual qualifying issues that overlap programs can count toward only one bonus package. Also, only paid advertisements count toward cumulative frequency.

