

Advertising Inform

Display Advertising Rates *(Effective January 2010)*

Color:

	1x	4x	7x	13x	18x	26x	39x	52x
Gatefold	\$32,020	\$29,774	\$27,897	\$26,120	\$23,510	\$22,122	\$21,576	\$20,592
Tabloid Spread	22,174	20,607	19,296	18,055	16,233	15,265	14,883	14,196
Tabloid	11,832	10,985	10,276	9,606	8,621	8,097	7,891	7,520
Standard	8,108	7,578	7,135	6,716	6,100	5,773	5,644	5,412
Standard Spread	15,129	14,162	13,354	12,589	11,466	10,869	10,634	10,210
2/3 Standard Page	6,871	6,446	5,719	5,412	4,930	4,697	4,598	4,407
1/2 Standard Page	6,107	5,750	5,035	4,777	4,363	4,179	4,091	3,919
1/3 Standard Page	5,009	4,746	4,091	3,914	3,593	3,464	3,398	3,256
1/4 Standard Page	4,640	4,407	3,722	3,570	3,285	3,187	3,126	2,984
1/6 Standard Page	4,388	4,179	3,464	3,323	3,065	2,984	2,930	2,799

Black and White:

	1x	4x	7x	13x	18x	26x	39x	52x
Gatefold	\$26,320	\$24,074	\$22,197	\$20,420	\$17,810	\$16,422	\$15,876	\$14,892
Tabloid Spread	18,374	16,807	15,496	14,255	12,433	11,465	11,083	10,396
Tabloid	9,932	9,085	8,376	7,706	6,721	6,197	5,991	5,620
Standard	6,208	5,678	5,235	4,816	4,200	3,873	3,744	3,512
Standard Spread	11,329	10,362	9,554	8,789	7,666	7,069	6,834	6,410
2/3 Standard Page	4,971	4,546	3,819	3,512	3,030	2,797	2,698	2,507
1/2 Standard Page	4,207	3,850	3,135	2,877	2,463	2,279	2,191	2,019
1/3 Standard Page	3,109	2,846	2,191	2,014	1,693	1,564	1,498	1,356
1/4 Standard Page	2,740	2,507	1,822	1,670	1,385	1,287	1,226	1,084
1/6 Standard Page	2,488	2,279	1,564	1,423	1,165	1,084	1,030	899

Preferred Positions:

	1x	4x	7x	13x	18x	26x	39x	52x
Cover 2	\$13,607	\$12,632	\$11,818	\$11,046	\$9,914	\$9,312	\$9,075	\$8,648
Cover 2 Spread	25,501	23,698	22,191	20,764	18,668	17,554	17,116	16,326
Center Spread	23,283	21,637	20,261	18,958	17,045	16,028	15,628	14,906
Cover 3	12,424	11,534	10,790	10,086	9,052	8,502	8,286	7,896
Cover 3 Spread	23,283	21,637	20,261	18,958	17,045	16,028	15,628	14,906
Cover 4	14,199	13,182	12,332	11,527	10,345	9,717	9,469	9,024

Spot Color (per page or fraction):

TTPG Color: \$775 (TTPG Red, TTPG Green, TTPG Blue, TTPG Yellow, TTPG Orange)

Spot Color: \$850 ■ Metallic Color: \$970

Display Advertising Sizes

	WIDTH	DEPTH		WIDTH	DEPTH		WIDTH	DEPTH
Standard (No bleeds)			Tabloid Spread			Fractional Tabloid (No bleeds)		
Spread	16 ³ / ₄ "	11"	Live	21"	13 ³ / ₄ "	1/5 Tab Hor	10 ¹ / ₈ "	2 ³ / ₄ "
Page	8 ³ / ₁₆ "	11"	Trim	21 ³ / ₄ "	14 ¹ / ₂ "	2/5 Tab Hor	10 ¹ / ₈ "	5 ¹ / ₂ "
2/3 Std Pg	6 ¹ / ₁₆ "	9"	Bleed	22"	14 ³ / ₄ "	1/2 Tab Hor	10 ¹ / ₈ "	6 ⁷ / ₈ "
1/2 Std Sprd	16 ³ / ₄ "	5"	Tabloid Page			1/5 Tab Vert	1 ⁷ / ₈ "	13 ³ / ₄ "
1/2 Std Pg V	4"	10"	Live	10 ¹ / ₈ "	13 ³ / ₄ "	2/5 Tab Vert	4"	13 ³ / ₄ "
1/2 Std Pg H	8 ³ / ₁₆ "	5"	Trim	10 ⁷ / ₈ "	14 ¹ / ₂ "	3/5 Tab Vert	6 ¹ / ₁₆ "	13 ³ / ₄ "
1/3 Std Pg H	8 ³ / ₁₆ "	3 ¹ / ₂ "	Bleed	11 ¹ / ₈ "	14 ³ / ₄ "	4/5 Tab Vert	8 ³ / ₁₆ "	13 ³ / ₄ "
1/3 Std Pg Sq	6 ¹ / ₁₆ "	5"	Half-Page Tabloid Spread					
1/4 Std Pg V	1 ⁷ / ₈ "	10"	Live	21 ¹ / ₈ "	6 ⁷ / ₈ "			
1/4 Std Pg Sq	4"	5"	Trim	21 ³ / ₄ "	7 ¹ / ₄ "			
1/6 Std Pg V	1 ⁷ / ₈ "	5"	Bleed	22"	7 ³ / ₈ "			
1/6 Std Pg H	4"	3"						

Send ad materials to:
Transport Topics Publishing Group
 Advertising Traffic Manager
 950 North Glebe Road, Suite 210
 Arlington, VA 22203
 (703) 838-1746 ■ ttads@trucking.org

Display Advertising Specifications

