

FUEL FINDER™

2012

bought and trusted by owner operators and professional drivers

media planning guide



TR Publications, Inc.
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www.truckstops.com

TR Publications, Inc. - Powering the Rand McNally Intelliroute® TND™ gps &
Official Truck Stop Data Provider to NATSO - Representing America's Truck Stops and Travel Plazas

800-338-6317

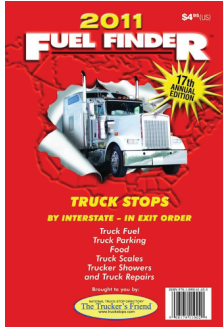
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advertiser benefits



BEST KNOWN

BENEFITS TO YOUR CUSTOMERS

Owner-operators, professional drivers, and dispatchers have known and trusted Fuel Finder for more than 15 years

MOST TRUSTED

It's now available in a pocket-size and is selling even better

UP-TO-DATE

We call each truck stop at least once per year to verify all the data

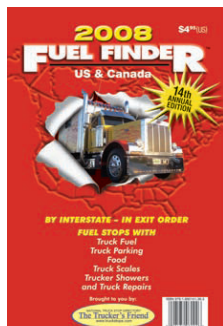
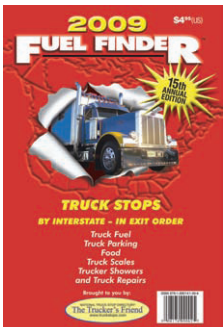
**ACCURATE
DETAILED
INFORMATION**

As well as listing pull-thru fuel facilities, we let drivers know:

- if fuel is available 24 hours / 7 days per week
- how large the overnight truck parking area is
- if truck repairs are available
- if showers, food, or weigh scales are available

**NATIONWIDE
DISTRIBUTION**

Available for sale at nearly 1,000 truck stops and terminals
Fuel Finder and The Trucker's Friend are the only non-atlas, trucking publications for sale at most major truck stops and truck stop chains



BENEFITS TO YOU AS AN ADVERTISER

MORE VISIBILITY

Truckers buy the directory - along with your ad - as a business tool
You get a direct logo link on www.truckstops.com

MORE IMPACT

Your ad is right there when truckers and dispatchers use the directory
make purchasing decisions

LESS COST

You pay once for a year's exposure
versus
magazines where you pay every month

**GUARANTEED
EXPOSURE**

Your ad is guaranteed to be read by satisfied decision-makers

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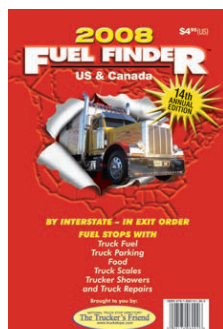
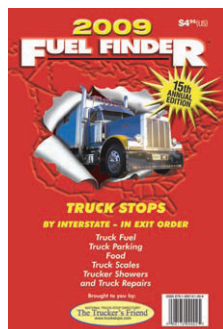
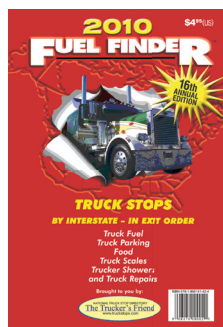
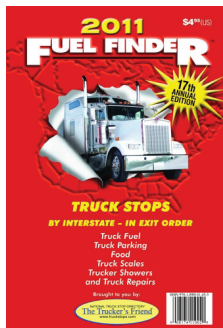
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FUEL FINDER™

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ADVERTISING RATES

ALL ADS ARE 4-COLOR PROCESS

AD SIZES	RATES
Back Cover	\$3,995
Inside Front Cover	\$3,495
Inside Back Cover	\$3,495
Full Page	\$2,995
2-Page Spread	\$5,275

3-year contracts are billed annually at 10% off
2012 published rates

GENERAL INFORMATION & AD SPECIFICATIONS

General Info

Fuel Finder is printed web offset and is perfect bound.

Due Date

All materials are due September 1, 2012.

Materials

All ads must be submitted as high-resolution (300 dpi+), properly-sized pdf files. Please turn OFF all printer's marks (trim, registration, color bars, etc.). All files must be PDF/X-1a:2001 compliant (all fonts embedded or converted to outline and CMYK color model).

Ad Sizes, Trim & Bleed

Full-bleed, full page ads trim to 4" x 6" (width x height). Allow 1/2-inch bleed on all sides. Bleed size (equal to document size) is 5" x 7" (width x height). No "live material" (important text or images) is allowed within 1/4-inch of trim. Live area size is 3.5" x 5.5" (width x height). Non-bleed, full-page ads are 3.5" x 5.5" (width x height).

Contact

Barrie Gustard at bgustard@truckstops.com - Tel: 727-533-8078

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TERMS & CONDITIONS

ISSUANCE: Fuel Finder is published annually by TR Publications, Inc. ("Publisher")

CLOSING DATE: September 1, 2011

COMMISSIONS AND TERMS: With approved credit, advertisements are billed upon publication. A 1.5% per month service charge is added to unpaid accounts after 30 days. All rates are NET to Publisher. Publisher reserves the right to hold Advertiser and its agency jointly and severally liable for such monies as are due Publisher plus reasonable costs of collection including attorneys' fees and court costs.

INDEMNITY: Advertiser and its agency, jointly and severally, agree to defend and save harmless Publisher against any and all loss, expense, cost of defense including attorneys' fees and court costs, or other liability resulting from or related to any and all claims or suits that may arise out of publication and distribution of Advertiser's advertisement.

OMISSIONS AND ERRORS: Publisher reserves the right to omit all or part of any advertisement and Advertiser and its agency agree to not hold Publisher liable for such omissions. Publisher's liability for errors will not exceed amounts paid by Advertiser to Publisher for advertising space.

CHOICE OF LAW AND VENUE: All advertisements are subject to acceptance by Publisher. This contract is therefore deemed to have been entered into in Clearwater, Pinellas County, Florida. The parties agree that this contract is governed by the laws of the State of Florida and that any legal proceedings brought by either party may only be brought and maintained in the state and federal courts in or for Pinellas County, Florida. Each of the parties hereby waives the right to a trial by jury in the event of such litigation. The parties agree that the Terms & Conditions for this contract will prevail in case of any inconsistency or conflict with Advertiser's purchase order.

ADVERTISER AND ITS AGENCY AGREE THAT PUBLISHER HAS NO LIABILITY FOR INCIDENTAL LOSSES DUE TO OMISSIONS OR ERRORS IN PUBLICATION OF ADVERTISEMENT

CONTRACT & INSERTION ORDER

INSERTION ORDER FOR (please check the appropriate box):

- Full Page (\$2,995) Inside Front Cover (\$3,495) Inside Back Cover (\$3,495) Outside Back Cover (\$3,995)
 2-Page Spread (\$5,275)

Net Amount Due Publisher: \$ _____

"Advertiser" (Company Name): _____

Bill To:

Purchase Order #: _____

Advertiser/Agency: _____

Buyer's Name: _____

Attention: _____

Signature: _____

Mailing Address: _____

Title: _____

City/State/Zip: _____

Telephone: _____

Telephone: _____

Date: _____

Special Instructions: _____

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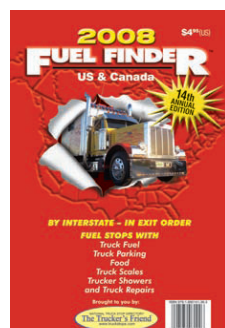
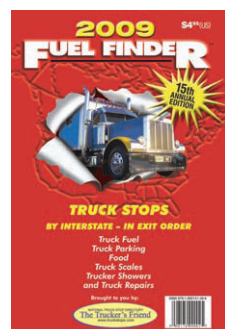
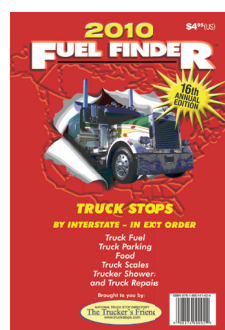
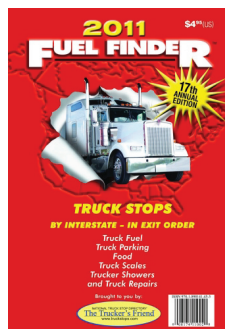
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contacts



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