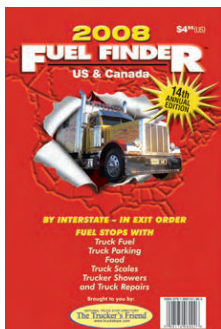
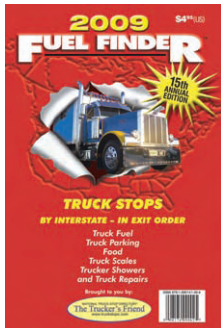
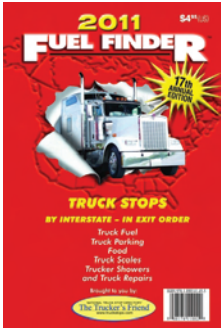


FUEL FINDER™

2012

bought and trusted by owner operators and professional drivers

rates and specifications



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 Due Date Materials

Fuel Finder is printed web offset and is perfect bound.

All materials are due September 1, 2011.

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

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