

The Trucker's Friend®

2012

bought and trusted by owner operators and professional drivers

media planning guide



TR Publications, Inc.
PO Box 476
Clearwater, FL 33757
Telephone: 800-338-6317
Fax: 727-443-4921
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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The Trucker's Friend®

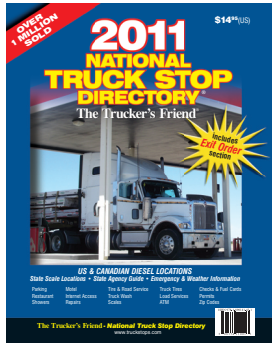
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facts for advertisers

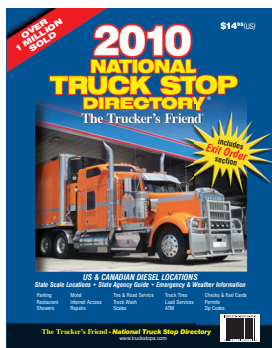
MORE THAN 1 MILLION COPIES SOLD

Shouldn't you advertise in a publication that drivers are willing to pay for?



★ There are some 300,000 owner-operators in the US. These drivers are frequently on the road more than 14 days at a time. They need information to run their businesses profitably. Nearly 25% of them buy The Trucker's Friend.

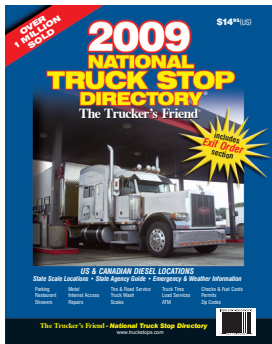
Since they've paid \$14.95 for the directory, they'll keep it - and your ad - in the cab!



★ The Trucker's Friend is the only truck stop directory powerful enough to power the Rand McNally Intelliroute® TND™ - the premier truckers' gps.

★ Published annually since 1986, The Trucker's Friend lists more than 6,200 US and Canadian truck stops and diesel locations.

Every year nearly 100,000 owner-operators, company drivers, and trucking dispatchers buy or use The Trucker's Friend to find goods and services truckers need on the road.



★ The Trucker's Friend has the largest paid circulation of any non-atlas truck stop publication.

Truckers use The Trucker's Friend when they are looking for goods and services on the road. Right at the moment of decision - isn't that when you want to tell them your story?

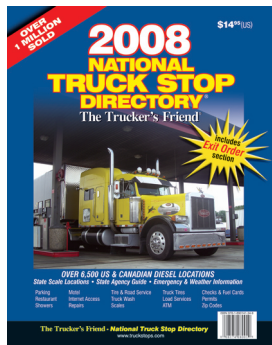
★ We don't publish jokes, recipes, human-interest stories, or advice. We publish the information truckers need on the road: trucker services at US and Canadian truck stops and travel plazas. If you really want to know our value, ask some truckers what directory they use.

★ ***Our directories are sold at:***

TravelCenters of America, Petro Stopping Centers, Flying J, Pilot, Love's, Bosselman's, Sapp Bros, and hundreds of independent truck stops and travel plazas.

★ Some industry magazines reach some of the same drivers, but you have to pay monthly to get your message out. The Trucker's Friend keeps your message in the cab for about \$1,000 per month.

The same audience, comparable circulation, but less than one-twelfth the cost!

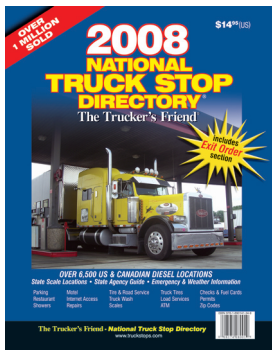
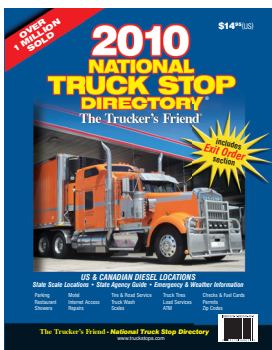
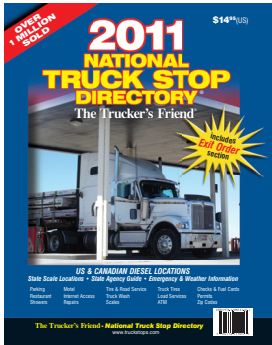


★ ***We're in the cab and on the desk for a year - not an afternoon.***

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ADVERTISING RATES

ALL ADS ARE 4-COLOR PROCESS

AD SIZES	RATES
Back Cover	\$ 14,245
Inside Front Cover	\$ 13,398
Inside Back Cover	\$ 13,398
Full Page	\$ 11,395
1/2 Page	\$ 5,998
1/3 Page	\$ 3,998
1/6 Page	\$ 1,998
2-Page Spread	\$ 19,998

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

GENERAL INFORMATION & AD SPECIFICATIONS

General Info Due Date Materials

The Trucker's Friend 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 8.5" x 10.875" (width x height). Allow 0.25" bleed on all sides. Bleed size (equal to document size) is 9" x 11.375" (width x height). No "live material" (important text or images) is allowed within 0.25" of trim. Live area size is 8" x 10.375" (width x height). Non-bleed, full-page ads are 8" x 10.375" (width x height).

Non-bleed, full-page ads should not exceed 8" x 10.375" (width x height).

Non-bleed, half-page ads should not exceed 8" x 5" (width x height).

Non-bleed, third-page ads should not exceed 8" x 3.45" (width x height).

Non-bleed, sixth-page ads should not exceed 4" x 3.45" (width x height).

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

TERMS & CONDITIONS

ISSUANCE: The Trucker's Friend 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):

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Full Page (\$11,395) | <input type="checkbox"/> Half Page (\$5,998) | <input type="checkbox"/> Third Page (\$3,998) | <input type="checkbox"/> Sixth Page (\$1,998) |
| <input type="checkbox"/> Inside Front Cover (\$13,398) | <input type="checkbox"/> Inside Back Cover (\$13,398) | <input type="checkbox"/> Outside Back Cover (\$14,245) | |
| <input type="checkbox"/> 2-Page Spread (\$19,998) | | | |

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: _____

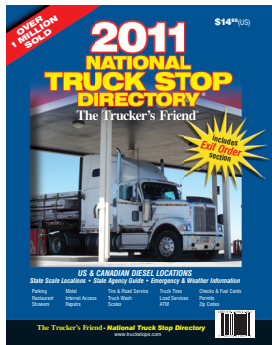
Special Instructions: _____

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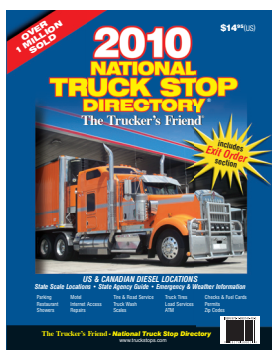
MARKETING

Barrie Gustard, Marketing Director

Telephone: 727-533-8078

Cell: 727-501-3302

bgustard@truckstops.com



CORPORATE

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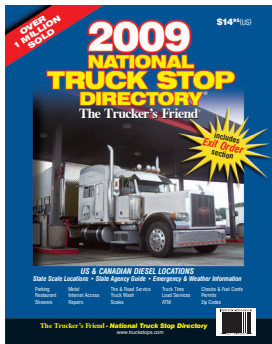
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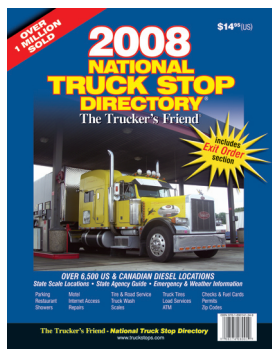
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Tracy Brice Dettenwanger, Publisher

Robert de Vos, Publisher

rdevos@truckstops.com



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