



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.