



AD SIZES	RATES
Back Cover	\$ 14,245
Inside Front Cover	\$ 13,398
Inside Back Cover	\$ 13,398
Full Page	\$ 11,335
Half Page	\$ 5,998
2-Page Spread	\$ 19,949

3-year contracts are billed annually at 10% off 2009 published rate

GENERAL INFORMATION & AD SPECIFICATIONS

General Info The Trucker's Friend is printed web offset and is perfect bound.

Materials All materials are due September 1, 2009. 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 1/2-inch bleed on all sides. Bleed size (equal to document size) is 9.5" x 11.875" (width x height). No "live material" (important text or images) are allowed within 1/4-inch 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). **Half-page ads** are 8" x 5" (width x height).

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