

Advertising Forms *Tracks Trailer Dealer Issue*

Tracks

TRAILER DEALER ISSUE

**The Official Publication of the
National Association of Trailer Manufacturers**
Magazine Advertising Rates for the
2011 Trailer Dealer issues
Effective December 2010

All rates are net and non-commissionable. Rates shown are for advertising space only and do not include any services charges (i.e. demand positioning). The **Tracks – Trailer Dealer Issue** is published in October.

Ad Sizes (Color ads only)	Width X Height	Cost
Cover (inside front)	7.75 x 10.5*	\$1,500
Cover (inside back)	7.75 x 10.5*	\$1,350
Full Page	7.75 x 10.5*	\$800
Half Page	7.25 x 5	\$500
Quarter Page	3 x 5	\$300

*Bleed is 1/8" over ad size of 7.75" x 10.5" only

Demand Positioning: Subject to availability
25% extra

Formatting: Resolution 300 dpi; CMYK, only InDesign and PDF files accepted. Digital files must be submitted along with a high-quality color proof. A color proof printed by NATM will result in an extra charge to the advertiser. ALL ADS NEED TO BE IN DIGITAL FORMAT.

ADVERTISING TERMS AND CONDITIONS

1. The copy deadline for advertising in the **Tracks – Trailer Dealer Issue** is September 15, 2011.
2. No cancellations accepted after deadline.
3. No agency commissions or cash discounts. Approved accounts will be billed upon publication.
4. All advertisements are accepted subject to the policies and approval of NATM. NATM reserves the right to withdraw or reject any advertisement at any time without prior notice to the advertiser when, in the sole judgment of NATM, it conflicts with board policy.
5. Advertisements containing pictures, illustrations or graphics deemed obscene, vulgar, racist or discriminatory, or otherwise offensive or inappropriate with the character of the publication are prohibited.
6. Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation and content) and also assume responsibility for any claims arising therefrom made against NATM.

Tracks – Trailer Dealer Issue Insertion Order Form (Please print or type)

Company Name: _____

Contact Name: _____

E-Mail Address: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Signature: _____

Check all that apply

- Full Page
- Half Page
- Quarter Page

- Ad copy to follow
- Ad copy enclosed

- Payment enclosed
- Please invoice

Send all advertising materials, orders and payments to:

National Association of Trailer Manufacturers
1320 SW Topeka Blvd. • Topeka, KS 66612-1817 • Shannon.Miller@natm.com
Phone (785) 272-4433 • Fax (785) 272-4455

