

# Advertising Forms *Tracks*



The Official Publication of the  
**National Association of Trailer Manufacturers**  
 Magazine Advertising Rates for Associate NATM Members  
 (Effective November 2009)

Ad Sizes	Width x Height	Member Advertising Rates (add \$175 per ad for color)		
		1 Time	3 Times	6 Times
Cover (inside front, inside back, outside back)	8 1/2 x 11*	\$1,250	\$1,250	\$1,000
Full Page	8 1/2 x 11*	\$375	\$350	\$250
1/2 Page Vertical	3 1/2 x 9 1/2	\$225	\$200	\$150
1/2 Page Horizontal	7 1/2 x 5	\$225	\$200	\$150
1/4 Page	3 1/2 x 5	\$125	\$115	\$100

All rates are net and non-commissionable. Rates shown above are for advertising space only and do not include service charges. Tracks is published in December, February, April, June, August and October.

#### SERVICE CHARGES

Demand Positioning: Subject to availability, 25% extra.  
 Color: Color Add \$175  
 (Includes 4-Color or Spot Color)  
 \*Bleed is 1/8" over ad size of 8 1/2 x 11 only

#### MECHANICAL INFORMATION

Formatting: Resolution 300 dpi; CMYK; only Quark, PageMaker and PDF files accepted. Please send color proof with file, failure to do so may result in the colors being printed incorrectly. A color proof printed by NATM will result in an extra charge to the advertiser.

**ALL ADS NEED TO BE IN DIGITAL FORMAT**

Tracks Editorial Calendar		
Issue	Topic	Ad Deadline
Dec/Jan	Year-End Review	November 1
Feb/March	Buyer's Guide	January 1
April/May	Recreational Trailers	March 1
June/July	Horse/Ag./Farm/Live-stock/Living Quarters	May 1
Aug/Sept	Commercial Trailers	July 1
Oct/Nov	NATM Convention & Trade Show	September 1

#### ADVERTISING TERMS AND CONDITIONS

1. The copy deadline for new advertising is the 1st day of the month preceding publication.
2. Contract space must be used during the six-issue period. On contract advertising, new copy must be received on or before the closing date (1st of the month preceding publication); otherwise, ad will be reinstated from previous edition.
3. No cancellations accepted after closing date.
4. No agency commissions or cash discounts. Approved accounts will be billed upon publication.
5. Publisher's limits of liability in event of error will be to publish ad once correctly on which charge will be made but credit given for the ad in which the error occurred. NATM must be advised of error in writing within 30 days of publication to receive credit.
6. 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.
7. 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.
8. 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.

<b>For Office Use Only:</b> Date Received: _____ Number of Issues _____ Start Issue: _____ End Issue: _____	
<b>TRACKS</b> Insertion Order Form (Please print or Type)	
Company Name: _____ Contact Name: _____ E-Mail Address: _____ Billing Address: _____ City/State/Zip: _____ Phone: (____) _____ Fax: (____) _____ Signature: _____ Amount Enclosed: \$ _____	Check all that apply: <input type="checkbox"/> 1x <input type="checkbox"/> 3x <input type="checkbox"/> 6x <input type="checkbox"/> Cover _____ <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page <input type="checkbox"/> Black & White <input type="checkbox"/> Color <input type="checkbox"/> Ad copy to follow <input type="checkbox"/> Use current ad
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	

