

# 2018 Editorial Calendar

## Transport Routier

The Business Magazine of Quebec's Trucking Industry

### JAN/FEB

Maintenance:  
**Caring for aftertreatment systems**  
People Problems:  
**Trucking's HR threat\***  
Equipment focus: **Reefers**  
Ad closing date: **Jan. 08**  
Ad material date: **Jan. 18**

### MAY

Safety First:  
**Improving safety from the dock to the fleet yard**  
Equipment focus: **Brakes**  
Ad closing date: **Apr 09**  
Ad material date: **Apr 19**

### SEPTEMBER

Quebec Top 25 biggest for-hire fleets survey  
Telematics Tips:  
**Get the most from your fleet data**  
Equipment focus:  
**Suspensions and axles**  
Ad closing date: **Aug 08**  
Ad material date: **Aug 20**

### DECEMBER

Health Care:  
**Keeping drivers healthy**  
Equipment focus: **Coolants**  
Ad closing date: **Nov 08**  
Ad material date: **Nov 20**

### MARCH

Tires:  
**Management Strategies**  
Equipment focus:  
**Engines**  
Ad closing date: **Feb 08**  
Ad material date: **Feb 21**

### JUNE

Green Ways:  
**Hybrids and alternative fuels**  
Equipment focus:  
**Specialized trailers**  
Ad closing date: **May 08**  
Ad material date: **May 18**

### OCTOBER:

Clearing the Smoke:  
**Substance use in the workplace\***  
Equipment focus:  
**Used Trucks**  
Ad closing date: **Sep 07**  
Ad material date: **Sep 19**

### APRIL

What's new in Vocational trucks?  
Tank trailers:  
**spec'ing tips**  
Equipment focus: **Oil**  
Ad closing date: **Mar 08**  
Ad material date: **Mar 20**

### JULY-AUGUST

Fuel Savers:  
**Running more on less**  
Equipment focus:  
**Medium-duty trucks**  
**Trailer floors and liftgates**  
Ad closing date: **June 08**  
Ad material date: **June 20**

### NOVEMBER

Productivity Gains:  
**Get the most from your vehicles**  
An App for That:  
**Exploring trucking-related apps**  
Equipment focus:  
**Van trailers**  
Ad closing date: **Oct 09**  
Ad material date: **Oct 19**

\*A joint project with the editors of Today's Trucking

N.B. Contents may change subject to editorial demands.

# 2018 Rate Card | GROSS

Space	1x	3x	6x	9x	12x	18x	24x
1 page	\$4,465	\$4,353	\$4,242	\$4,130	\$4,019	\$3,907	\$3,795
2/3	3,572	3,483	3,393	3,304	3,215	3,126	3,036
1/2 isl	3,126	3,047	2,969	2,891	2,813	2,735	2,657
1/2	2,791	2,721	2,651	2,581	2,512	2,442	2,372
1/3	2,009	1,959	1,909	1,859	1,808	1,758	1,708
1/4	1,563	1,524	1,485	1,446	1,406	1,367	1,328
1/6	1,116	1,088	1,060	1,033	1,005	977	949

**Space** (incl. 4 color)

For **Special Position Charges** please speak with your sales representative.

## Mechanical Requirements

NEWCOM

**TRIM SIZE:**

8" x 10-3/4"

**BLEED:**

Add 1/8" to all sides

**PRINT SPECIFICATIONS:**

Web offset, Saddle Stitched

**SCREEN:**

133 line

**CONTRACT AND COPY CONDITIONS**

- The advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisements placed.
- All advertising copy is subject to approval of the publisher.
- The word "Advertisement" will be placed above copy that in our opinion resembles editorial material.
- Production costs incurred on behalf of advertisers will be charged to them.
- Cancellations are not accepted after closing date.
- The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with policies covered by this rate card.
- The publisher will not be liable for material uncalled for beyond one year after last use.
- The advertiser and the advertising agency agree that neither Newcom Business Media Inc. nor Newcom Media Quebec Inc. shall be liable for failure to insert any advertisement.
- The advertiser and advertising agency assume a joint liability for payment of all advertising placed via the agency, in the event that one or the other should cease business prior to payment of outstanding invoices.

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