

trucknews.com

BIG BOX | 300 x 250px

Average Monthly Unique Visitors **90,251***

Average Monthly Page Views **164,132***

LEADER BOARD | 728 x 90px Website
300 x 90px Mobile

17%
INCREASE IN MONTHLY UNIQUE VISITORS



*As reported through Google Analytics as June 2017 YTD.

2018 Rate Card (GROSS)

Frequency	1x	3x	6x	9x	12x	18x	24x
RUN-OF SITE (based on 15,000 impressions)							
Leaderboard	\$1,410	\$1,375	\$1,340	\$1,304	\$1,269	\$1,234	\$1,199
Big Box	1,590	1,550	1,511	1,471	1,431	1,391	1,352

SALES AND MARKETING CONSULTANTS

NEWCOM
BUSINESS MEDIA INC.

Joe Glionna
PRESIDENT
(416) 614-5805
joe@newcom.ca

Lou Smyrlis
DIRECTOR
BUSINESS DEVELOPMENT
(416) 510-6881
lou@newcom.ca

Anthony Buttino
EASTERN UNITED STATES
ONTARIO & MARITIMES
(416) 458-0103
anthonyb@newcom.ca

Nickisha Rashid
MIDWEST & WESTERN
UNITED STATES & ONTARIO
(416) 614-5824
nickisha@newcom.ca

Delon Rashid
WESTERN CANADA
(403) 713-1054
(416) 614-5830
delon@newcom.ca

Denis Arsenaull
QUEBEC
(514) 947-7228
denis@newcom.ca

enewsletters

Truck News Daily

Average Monthly
Page Views **13,363***

Available Monday, Tuesday,
Wednesday, Thursday, Friday
4x month

BIG BOX 300 x 250px

**BIG BOX
TEXT AD** 300 x 250px
Max 120 characters
(with spaces)

**HORIZONTAL
TEXT AD** 728 x 90px
Max 330 characters
(with spaces)



*As reported through Google Analytics as July 2016 YTD.

2018 Rate Card (GROSS)

Frequency	1x	3x	6x	9x	12x	18x	24x
Big Box 1	\$2,687	\$2,620	\$2,553	\$2,485	\$2,418	\$2,351	\$2,284
Big Box 2	2,633	2,567	2,501	2,436	2,370	2,304	2,238
Big Box 3	2,580	2,516	2,451	2,387	2,322	2,258	2,193
Big Box 4	2,525	2,462	2,399	2,336	2,273	2,209	2,146
Big Box Text Ad	2,472	2,410	2,348	2,287	2,225	2,163	2,101
Horizontal Text Ad	1,177	1,148	1,118	1,089	1,059	1,030	1,000

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