

# 2018 Editorial Calendar



The News Magazines for Canada's  
Trucking Industry

## COMBINATION

### FEBRUARY

*Equipment:*

**Transmissions**

*Business Management:*

**People problems**

**- Trucking's HR threat\***

### MARCH

*Equipment:*

**Used trucks**

*Business Management:*

**Tax tips**

### APRIL

*Equipment:*

**Alternative fuels**

*Business Management:*

**Best practices in the shop**

### MAY

*Equipment*

**Medium-duty trucks**

*Business Management:*

**Temperature-controlled freight**

### JUNE

*Equipment:*

**Oils and lubes**

*Business Management:*

**Fuel savers**

**- Running more on less\***

### JULY

*Equipment:*

**Terminal tractors**

*Business Management:*

**Clearing the smoke -**

**Substance use in the workplace\***

### AUGUST

*Equipment:*

**Graphics and decals**

*Business Management:*

**Private fleet management**

### SEPTEMBER

*Equipment:*

**Powertrain**

*Business Management:*

**Business strategies for  
owner-operators**

### OCTOBER

*Equipment:*

**Brakes and wheels**

*Business Management:*

**Improving efficiency  
through telematics**

### NOVEMBER

*Equipment:*

**Lighting**

*Business Management:*

**Idle-reduction**

### DECEMBER

*Equipment:*

**Tires**

*Business Management:*

**Mergers & Acquisitions**

### JANUARY

*Equipment:*

**Trailers**

*Business Management:*

**2019 business outlook**

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

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

# 2018 Combination Rate Card | Gross

Rates include Four Colour	1x	3x	6x	9x	12x	18x	24x
Full tabloid page	7,499	7,312	7,124	6,937	6,749	6,562	6,374
3/4 tabloid page	6,749	6,580	6,412	6,243	6,074	5,905	5,737
2/3 tabloid page	5,999	5,849	5,699	5,549	5,399	5,249	5,099
1/2 tabloid island	5,249	5,118	4,987	4,856	4,724	4,593	4,462
1/2 tabloid page	4,687	4,570	4,453	4,335	4,218	4,101	3,984
3/8 tabloid page	3,562	3,473	3,384	3,295	3,206	3,117	3,028
1/3 tabloid page	3,375	3,290	3,206	3,121	3,037	2,953	2,868
1/4 tabloid page	2,625	2,559	2,493	2,428	2,362	2,297	2,231
1/6 tabloid page	1,875	1,828	1,781	1,734	1,687	1,640	1,594
1/8 tabloid page	1,199	1,170	1,140	1,110	1,080	1,050	1,020
1/12 tabloid page	825	804	784	763	742	722	701

## Mechanical Requirements

**TRIM SIZE:** 9.75" x 14.875"

**PRINT SPECIFICATIONS:** Web offset, Saddle Stitched

**SCREEN:** 133 line

**1 Page**  
9.75 x 14.875 TRIM  
10 x 15.125 INCLUDING BLEED

**Double Page Spread**  
19.5 x 14.875 TRIM  
19.75 x 15.125 INCLUDING BLEED

**3/4 Page**  
8.75 x 10.375

**3/4 Ver.**  
6.5 x 13.875

**2/3 Sq.**  
8.75 x 9.25

**1/2 Island**  
6.5 x 9.25

**1/2 Ver.**  
4.25 x 13.875

**1/2 Hor.**  
8.75 x 6.75

**3/8 Ver.**  
4.25 x 10.375

**3/8 Sq.**  
6.5 x 6.75

**1/3 Ver.**  
4.25 x 9

**1/3 Hor.**  
8.75 x 4.375

**1/4 Ver.**  
4.25 x 6.75

**1/4 Hor.**  
6.5 x 4.375

**1/4 Super Hor.**  
8.75 x 3.25

**1/6 Sq.**  
4.25 x 4.375

**1/8 Hor.**  
4.25 x 3.25

**1/12 Ver.**  
2 x 4.625

**SUBMITTING ELECTRONIC ADVERTISING MATERIAL**  
Files can be uploaded to our FTP site.  
Host: ftp://ftp2.newcom.ca  
user: truckftp  
password: big

**SHIPPING INSTRUCTIONS**  
Printed inserts for inclusion in publication should be shipped directly to printer.  
  
Web Offset Publications Ltd.  
c/o Truck News/Truck West  
1800 Ironstone Manor,  
Pickering, ON L1W 3J9

**All other material should be sent to:**  
Production Manager, Truck News  
80 Valleybrook Drive, Toronto,  
Ontario M3B 2S9  
Phone (416) 510-6779  
Fax (416) 510-5140.  
Urgent material should be sent by courier or air express.  
Please phone or fax waybill number and shipping information.

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