

TRUCKTECH

CANADA'S FLEET MAINTENANCE MAGAZINE

Maintenance managers and service professionals play an integral role in vehicle and equipment decisions. The maintenance strategies they put in place – and the spec'ing decisions they make in doing so – drive fleet profitability by keeping vehicles on the road with minimal downtime.

We believe they deserve a magazine of their own. Truck Tech is the only audited circulation Canadian trucking magazine exclusively serving the needs of maintenance managers and service professionals.

We inspire intelligent decision making by providing rich content purely dedicated to the spec'ing and maintenance issues they face every day. This editorial environment provides a unique and cost-effective way to reach these key decision makers among Canada's medium- and heavy-duty truck fleet audience.



79%

of Truck Tech readers have purchasing authority for **powertrain components**

81%

of Truck Tech readers have purchasing authority for **oils and lubricants**

78%

of Truck Tech readers have purchasing authority for **vehicle systems**

74%

of Truck Tech readers have purchasing authority for **replacement parts**

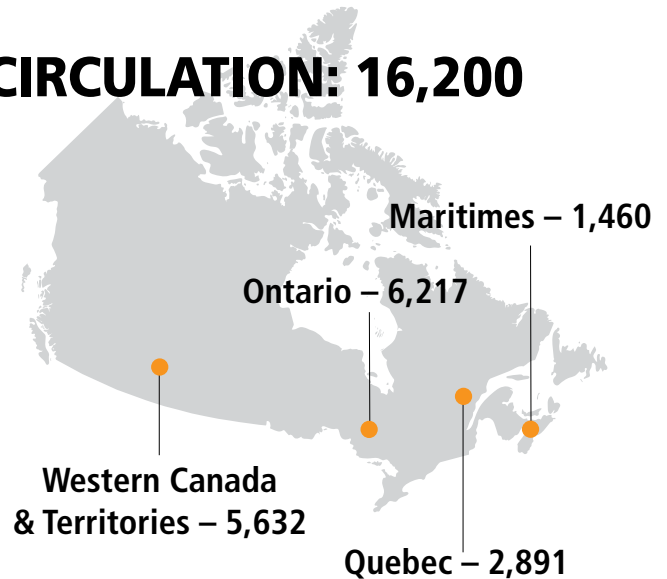
84%

of Truck Tech readers have purchasing authority for **tires and wheels**

77%

of Truck Tech readers have purchasing authority for **shop equipment and tools**

CIRCULATION: 16,200



EDITORIAL LINEUP FOR 2018

ISSUE	SPEC'ING	MAINTAINING	MANAGING	ISSUES	EXTRA DISTRIBUTION	DEADLINES
SPRING	Retreading tires	Wheel ends	Succession planning	The lessons of Roadcheck	Truck World	Ad Closing: Feb 16 Ad Material: Feb 23
SUMMER	Advanced braking/stability controls	Engines and aftertreatment	Tool cribs and parts counters	Substance use in the workplace		Ad Closing: May 18 Ad Material: May 25
FALL	Diagnostic tools	Oil and lube analysis	Roadside breakdowns	Dangers on the shop floor	Ontario Trucking Association Surface Transportation Summit	Ad Closing: Aug 17 Ad Material: Aug 24
WINTER	Trailer systems – floors, liftgates and more	Electrical troubleshooting	Tech training and rewards	The push to reduce greenhouse gases		Ad Closing: Nov 16 Ad Material: Nov 23

Advertising Rates • Gross

	1x	2x	3x	4x
Full page	\$3,999	\$3,899	\$3,799	\$3,699
2/3 page	3,199	3,119	3,039	2,959
1/2 island	2,799	2,729	2,659	2,589
1/2 page	2,499	2,437	2,374	2,312
1/3 page	1,800	1,755	1,710	1,665
1/4 page	1,400	1,365	1,330	1,295
1/6 page	1,000	975	950	925

For special position charges please speak with your sales representative.

Space (incl. 4 colour)

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, Ont., L1W 3J9

All other material should be sent to:
Production Manager, Truck News
80 Valleybrook Drive, Toronto, Ontario M3B 2S9
Phone (416) 510-6779

Urgent material should be sent by courier or air express.
Please phone or fax waybill number and shipping information.

SUBMITTING ELECTRONIC ADVERTISING MATERIAL

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

Mechanical Requirements

TRIM SIZE:

8" x 10-3/4"

BLEED:

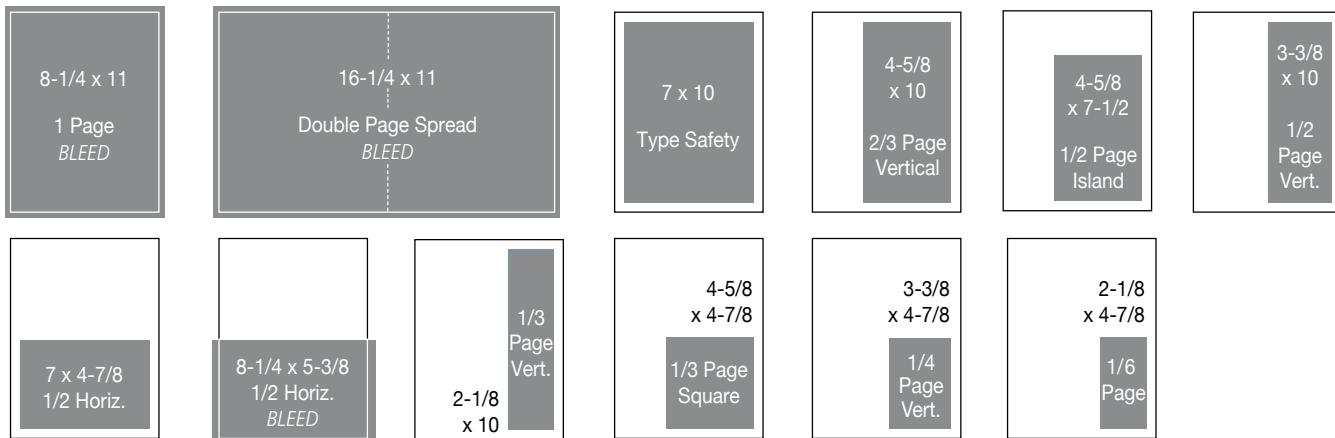
1/8" on all sides

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.
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- 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.
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- 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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