

# 2018 Editorial Calendar



## TRUCKWEST



### 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:

**2019 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.

<i>Rates include Four Colour</i>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>
Full tabloid page	1,575	1,536	1,496	1,457	1,418	1,378	1,339
3/4 tabloid page	1,418	1,382	1,347	1,311	1,276	1,240	1,205
2/3 tabloid page	1,260	1,229	1,197	1,166	1,134	1,103	1,071
1/2 tabloid island	1,103	1,075	1,047	1,020	992	965	937
1/2 tabloid page	984	960	935	911	886	861	837
3/8 tabloid page	748	729	711	692	673	655	636
1/3 tabloid page	709	691	673	656	638	620	602
1/4 tabloid page	551	537	524	510	496	482	469
1/6 tabloid page	394	384	374	364	354	345	335
1/8 tabloid page	252	246	239	233	227	221	214
1/12 tabloid page	173	169	165	160	156	152	147

## Mechanical Requirements

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

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

**SCREEN:** 133 line

8.75 x 13.875 1 Page	18.5 x 13.875 Double Page Spread	8.75 x 10.375 3/4 Page	6.5 x 13.875 3/4 Ver.	8.75 x 9.25 2/3 Sq.	6.5 x 9.25 1/2 Island	4.25 x 13.875 1/2 Ver.	
8.75 x 6.75 1/2 Hor.	4.25 x 10.375 3/8 Ver.	6.5 x 6.75 3/8 Sq.	4.25 x 9 1/3 Ver.	8.75 x 4.375 1/3 Hor.	4.25 x 6.75 1/4 Ver.	6.5 x 4.375 1/4 Hor.	
4.25 x 4.375 1/6 Sq.	4.25 x 3.25 1/8 Hor.	2 x 4.625 1/12 Ver.	<p><b>SUBMITTING ELECTRONIC ADVERTISING MATERIAL</b> Files can be uploaded to our FTP site. Host: <a href="ftp://ftp2.newcom.ca">ftp://ftp2.newcom.ca</a> user: truckftp password: big</p>		<p><b>SHIPPING INSTRUCTIONS</b> 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</p>		<p><b>All other material should be sent to:</b> 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.</p>

## SALES AND MARKETING CONSULTANTS

**NEWCOM**  
BUSINESS MEDIA INC.

**Delon Rashid**  
WESTERN PROVINCES  
(403) 713-1054  
(416) 614-5830  
Cell: (416) 459-0063  
[delon@newcom.ca](mailto:delon@newcom.ca)

**A. (Tony) Hohenadel**  
ONTARIO, USA  
(416) 614-5800  
Cell: (519) 658-3714  
[tony@newcom.ca](mailto:tony@newcom.ca)

**Tony Jelacic**  
ONTARIO, USA  
(416) 614-5813  
Cell: (416) 938-6264  
[tonyj@newcom.ca](mailto:tonyj@newcom.ca)

**Doug Copeland**  
ONTARIO  
(416) 614-5829  
Cell: (905) 715-9511  
[doug@newcom.ca](mailto:doug@newcom.ca)

**Paul Beelien**  
ONTARIO  
(416) 614-5806  
Cell: (416) 459-2351  
[paul@newcom.ca](mailto:paul@newcom.ca)

**Denis Arsenaull**  
QUEBEC  
Cell: (514) 947-7228  
[denis@newcom.ca](mailto:denis@newcom.ca)