

2021 Advertising Rates + Information



PLUS



The **SUPER COMBO** for One Low Price!



EXTEND YOUR REACH WITH...

MARKETPLACE Inserts

INSERTS included in **Today's Trucking** and/or **Road+Today**

NEED HELP?



416-614-2200



info@truckandtrailer.ca



1-877-450-6416

1-416-510-5237



**Owner/Operators and fleets need access to new and used trucks, trailers, parts and services.
Truck and Trailer provides this window and delivers results!**

Distributed in Ontario, Quebec, and Eastern Canada, **Truck and Trailer** has a total monthly circulation **exceeding 26,000 copies**.
Over 15,000 copies are mailed to truck operators sourced from the Today's Trucking audited circulation list.
The non-editorial format of Truck and Trailer reduces off-target readership from our bulk circulation. Company drivers and the travelling public have little interest in picking up a publication with no editorial content.

26,000+ Copies
Total Monthly Circulation

Over 15,000 Copies
Mailed to truck operators sourced from the
Today's Trucking audited circulation list.



Largest Heavy-Truck and Trailer Inventory in Canada

The majority of traffic on **TruckandTrailer.ca** is generated by users in Canada and the dominant age demographic is 45-54 years. Our **Social Media** programs are gaining traction... **with over 11,100 followers to date**.

309,563*
Sessions

3:31*
**Minute Average
Session Duration**

4.13*
**Pages Viewed
per Session**

201,238*
Users

* Web statistics sourced from Google Analytics – September 2019 through September 2020.

MARKETPLACE Regional Inserts

Extend your reach by including our **MARKETPLACE** retail sections in **Today's Trucking** and **Road Today** to your advertising program... **over 57,900 additional circulation with purchase of all 3 inserts**.

Eastern Canada
33,300 Copies

Western Canada
14,600 Copies

Road Today
10,000 Copies

National COMBO
57,900+ Copies

Included in full distribution (mail, bulk & digital) of **TODAY'S TRUCKING** throughout Eastern Canada.

Included in full distribution (mail, bulk & digital) of **TODAY'S TRUCKING** throughout Western Canada.

Included in full distribution (mail and bulk) of **ROAD TODAY** across Canada.

Included with full distribution (mail, bulk & digital) of **TODAY'S TRUCKING** and **ROAD TODAY** across Canada.

2021 Print + Web Advertising Rates

1. The current I.M.S. (Inventory Management System) is included in the 2021 advertising rates... **at no extra charge.**
2. All 12x print advertisers earn **'Featured Dealer'** status... all dealer and individual listings will receive priority exposure (*min. 1/4 page contract*), additional dealer locations are extra.
3. All 6x print advertisers with half page or larger will receive **'Unlimited Inventory'** with their annual contract. 6x print advertisers with less than a half page ad (minimum one sixth) will receive up to 29 listings per month.
4. All print advertisers will continue to receive web spotlight listings.
5. "Web Only" advertising rates are available... **See Page 4!**

Effective January 1, 2021

| | 1 Time | 3 Times | 6 Times | 9 Times | 12 Times | 18 Times | 24 Times |
|-----------------------|--------|---------|---------|---------|----------|----------|----------|
| Tabloid Page | 1,980 | 1,850 | 1,675 | 1,575 | 1,525 | 1,490 | 1460 |
| 3/4 Tabloid | 1,695 | 1,595 | 1,530 | 1,420 | 1,350 | 1,300 | 1,275 |
| 2/3 Tabloid | 1,505 | 1,415 | 1,335 | 1,265 | 1,210 | 1,175 | 1,155 |
| 1/2 Island (mag page) | 1,395 | 1,305 | 1,215 | 1,145 | 1,100 | 1,070 | 1,045 |
| 1/2 Tabloid | 1,245 | 1,175 | 1,125 | 1,065 | 1,005 | 975 | 950 |
| 3/8 Tabloid Vertical | 1,080 | 1,040 | 980 | 930 | 885 | 855 | 825 |
| 1/3 Tabloid | 990 | 950 | 855 | 815 | 775 | 745 | 720 |
| 1/3 Tabloid Vertical | 850 | 810 | 770 | 720 | 690 | 670 | 650 |
| 1/4 Tabloid | 750 | 710 | 675 | 645 | 605 | 585 | 570 |
| 1/6 Tabloid | 555 | 530 | 490 | 470 | 450 | 440 | 430 |
| 1/8 Tabloid | 450 | 425 | 400 | 375 | 350 | 340 | 330 |
| 1/12 Tabloid | 315 | 300 | 290 | 280 | 275 | 265 | 260 |

Spot Color

- \$185.00 Per Standard Color
- \$120.00 For Fractional Ads 1/4 page or less.

Desktop 4 Color

\$580.00 - Tabloid Page
 \$490.00 - 3/4, 2/3 & 1/2 Tabloid Page
 \$400.00 - Fractionals (3/8, 1/3 and 1/4 page)
 \$300.00 - Fractionals (1/6 page or less)
 Close cropping extra. Production charges may apply.
 See digital file requirements on reverse.

Combination Frequency Discounts

Contact your Sales Representative for more information.

Positions

Covers FC/OBC - 20% Premium
 IFC/IBC - 10% Premium
 Centre Spread - 10% Premium
 Special Position - 10% Premium
 Centre Spread & Front Cover
 Available to contract advertisers only

Advertising Closing Date

15th of the previous month - B&W
 10th of the previous month - 4 Color

Mechanical Requirements

Printing specifications: Heat press, both body and covers

Trim Size: 10 5/8" x 13.5"

Screen: 133 line B&W, 133 line color; Saddle Stitched

Size of Advertisements

| Unit | Width | Depth |
|----------------|--------|-------|
| Full Page | 10 1/8 | 13 |
| 3/4 Horizontal | 10 1/8 | 9 3/4 |
| 2/3 Vertical | 6 5/8 | 13 |
| 1/2 Island | 6 5/8 | 9 5/8 |
| 1/2 Horizontal | 10 1/8 | 6 3/8 |
| 1/2 Vertical | 4 7/8 | 13 |
| 1/3 Square | 6 5/8 | 6 3/8 |
| 1/3 Vertical | 3 3/16 | 13 |
| 3/8 Vertical | 4 7/8 | 9 5/8 |
| 1/4 Square | 4 7/8 | 6 3/8 |
| 1/4 Vertical | 3 3/16 | 9 5/8 |
| 1/4 Horizontal | 10 1/8 | 3 1/8 |
| 1/6 Vertical | 3 3/16 | 6 3/8 |
| 1/6 Horizontal | 6 5/8 | 3 1/8 |
| 1/8 Horizontal | 4 7/8 | 3 1/8 |
| 1/12 Square | 3 3/16 | 3 1/8 |

Electronic File Delivery

- Final pdf files can be submitted electronically via email, using WinZp, Stuffit, or other large file compression software or via FTP.
- Ensure the final pdf is created to the correct ad size booked in a reputable desktop publishing program ie: InDesign, QuarkXpress, Illustrator or Photoshop.
- Use only CMYK colour and distill with Press Quality or High Quality Print distiller options. Ensure all fonts are embedded.
- Any images used in the production of the ad should be a minimum of 300 pixels/inch.
- For optimum reproduction on newsprint font size should be at least 5pt.
- To include inventory on our **TruckandTrailer.ca** search engine, individual jpegs will need to be supplied.
- If the ad is to print B&W, confirm that all colour graphics are converted to Grayscale.
- E-mailed files should be sent to **production@truckandtrailer.ca**
- Larger files may be sent via an FTP browser to the following site: **http://truckandtrailer.ca/upload**

Shipping Instructions

Materials to be sent to:

Production Manager

Truck and Trailer

5353 Dundas Street West,

Suite 400,

Toronto, Ontario

M9B 6H8

Contract and copy conditions

1. The advertiser agrees to protect publisher against legal action based on libelous statements or unauthorized use of photographs or other material in connection with advertisements placed on this contract.
2. All advertising copy is subject to approval by the publisher.
3. Production costs not otherwise specified are charged to the advertiser.
4. All artwork, film and material produced by Truck and Trailer on behalf of an advertiser is the sole and exclusive property of Newcom Media Inc., publisher of Truck and Trailer magazine. Publisher has rights, title and

interest therein, including but not limited to publisher. Unauthorized use of advertising material will be legally pursued.

5. Cancellations not accepted after closing date.
6. 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.
7. Publisher will not be liable for material not called for beyond one year after last use.
8. Advertiser and advertising agency agree that Truck and Trailer magazine

shall be under no liability for failure to insert any advertisement.

9. 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.

10. Retail rates are non-commissionable.

11. Contracts for frequency discount will be maintained; However, rate card price adjustments will apply.

12. Space contracts that are not fulfilled will be short-rated.
13. 30 day notice required for cancellation of contract.

2021 Web Advertising Rates

Banner PLUS

TruckandTrailer.ca + TruckNews.com

(300 x 90 pixels; Max file size 30KB)..... \$750/month

OR

Banner MAX

TruckandTrailer.ca + TruckNews.com + RoadToday.com

(300 x 90 pixels; Max file size 30KB)..... \$900/month

Wallpaper Ads

Wallpaper ads can be "Run of Site" or "Dealer Specific" in nature

The "Run of Site" Wallpaper ads are sold for one day of the week with a minimum purchase of one month. Your ad will appear on the **TruckandTrailer.ca** Home Page and the Search Results Page for Trucks, Trailers and Parts on your desktop version. **Also included** is a BIG BOX ad that will run concurrently on the mobile version of **TruckandTrailer.ca**. The "Dealer Specific" Wallpaper ads will display on the dealer's Inventory Page and their Products/Services page(s). There will be no charge for creative on annual purchases.

See Newcom Media Inc. web advertising guidelines at <http://newcom.ca/advertise> for complete details.

Print/Web Advertisers

Wallpaper – "Run of Site"

(480 x 800 pixels; Max file size 100KB x 2).....\$800/month

For Tuesday, Wednesday or Thursday placement

- \$600/month for Friday, Saturday, Sunday or Monday placement, 100KB static single image GIF/JPEG for left and right side

Leaderboard Banner

(728 x 90 pixels) Website, (300 x 90 pixels) Mobile.....\$450/month

Max file size: 60KB (website), 30KB (mobile), Add \$250/month for rich media

Big Box Banner (300 x 250 pixels; Max file size 80KB).....\$500/month

Add \$250/month for rich media

Banner (300 x 90 pixels; Max file size 30KB)\$300/month

Sponsored Question Link.....\$200/month

Wallpaper – "Dealer Specific"

(480 x 800 pixels; Max file size 100KB x 2)..... \$100/month plus creative fee

No creative fee for 6 months plus \$1,050/per annum w/2 creative revisions

Important: Ads should be submitted as either GIF or JPG files.

Rich Media Ad Guidelines

Rich Media constitutes an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content. As such they are subject to special pricing.

- Total Animation Time: 30 seconds – 1 animation loop (*No strobing elements after 30 seconds)

■ Initial load – 60KB ■ Additional "Polite" File Load – 190KB; Polite load represents the additional user-initiated files downloaded after the page loads.

■ Max Combined file size: 250KB ■ Video to be initiated by user and server via OVP such as YouTube, Vimeo, JW, etc. ■ Please note fallback images are not supported when using HTML5 via DFP ■ Also see DoubleClick developer best practices.

* Adobe Flash is no longer supported.

Web Only Advertisers

Wallpaper – "Run of Site"

(480 x 800 pixels; Max file size 100KB x 2)..... \$1,000/month

Same conditions as Print/Web Advertisers

Leaderboard Banner

(728 x 90 pixels) Website, (300 x 90 pixels) Mobile.....\$650/month

Max file size: 60KB (website), 30KB (mobile), Add \$250/month for rich media

Big Box Banner (300 x 250 pixels; Max file size 80KB)\$750/month

Add \$250/month for rich media

Banner (300 x 90 pixels; Max file size 30KB)\$450/month

Sponsored Question Link.....\$300/month

Remarketing

Follow your customers and extend your reach

You don't have to settle for just our website to reach your clients. Remarketing your message allows you to follow visitors that have been to our website, reinforcing your message as they browse the web. It's an extremely effective way to reinforce your message long after users have left our site.

Pricing: \$20 per 1,000 impressions. Please contact your rep for details.

Featured Dealer Program

0 to 29 listings: \$300/month • 30+ listings: \$500/month

- Includes: ■ Inventory management system integration with your current site
- Surcharge for Additional Dealer locations ■ Priority listings

Custom Built Website: \$5,000*

- Includes: ■ Fully customized site ■ 1-800 # tracking ■ Google Analytics
 - Social Media Integration ■ Domain Management ■ SEO
- * Plus \$35/month hosting fee

NEWCOM

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