

ADVERTISING RATES

Published Monthly by the California Construction Trucking Association

CLOSING DATES

- **Submission** – 25th of the preceding month.
- **Published** – Approximately the last day of the preceding month.
- **Mailed Monthly** – 2nd Class within 7 days of publishing date.

BOOK, DIGITAL & AD SPECS

- **Book/Trim size** – 8 1/2" x 11"
- **Ad Size Specifications** – (SEE MECHANICAL SIZE LAYOUT)
- **Digital Image Size** – 250 dpi or Higher, CMYK
- **Digital Image Type** – TIFF, JPG, PDF, PSD, EPS
- **For Bleeds** – Add 1/4" or 1/8" out side the book size
- **Publishing Files** – Adobe InDesign, Adobe PageMaker
Adobe Photoshop, Adobe Illustrator, PDF, MS Word
- **Color Separations/Tear Sheets** – provided upon request and will be passed on to the customer at publisher's cost.

ORDERING INSTRUCTIONS

1. Clearly draw your ad as you would like to see it.
2. Provide any artwork, images or fonts that will be inserted in your ad. All artwork or images should be as clean as possible.
3. Specify the ad size, number of insertions, and the issue(s) in which the ad is to start.
4. Mail or E-mail all pictures, artwork, placed fonts that will be used. If you send in on CD-R /DVD-R, make sure it is PC compatible.
5. Fax or email a copy of your advertising contract, following up with a phone call to CCTA.

Note: All pictures, artwork and disks will not be returned.

CIRCULATION PROFILE

As of January 1, 2014 the printing and mailing list consists of the following:

- **Single-Month Issues** - 2,200 transportation companies, owner-operators, contractors and material producers, 90 percent are located in California. January, February, May, August, September, October.
- **Dual-Month Issues** – 6,500 transportation companies, owner-operators, contractors and material producers, 90 percent are located in California. March/April, June/July and November/December.

TERMS

Non-Affiliated advertisers are required to pre-pay, unless other arrangements are settled. Affiliate payment is due within 30 days from date of Invoice/Statement. Any Invoices/Statements not paid within 30 days are subject to 12% APR late charge.

CLASSIFIED TERMS

*Members & Affiliates receive up to Four Lines of type for FREE. Affiliate members may only advertise free in the Wanted or other sections if it's for products or services not within the scope of the affiliates business(es). All classified ads are placed for three months starting on the first of each month's issue. Deadlines are on the 25th of the month for the proceeding issue. Non-Members must pay in advance for placement. We reserve the right not to place ads that may mislead or are considered offensive or inconsistent with our policies. If you are an affiliate and would like to know how to advertise, call us and ask for a Media Kit or down load from our web site at CalConTrk.org or CalTransNews.com

Send All Enquiries to: CTN Magazine
334 N. Euclid Avenue • Upland, CA 91786

(909) 982-9898 • Fax (909) 985-2348
Publishing@CalConTrk.org

STANDARD INSERTION RATES

Affiliate & Member Rates – Subtract 25%
Agency Rates – Add 15%

CTN is published 9 times a year, a combination of
March/April, June/July and November/December

BLACK & WHITE RATES

(Per Insertion)

AD SIZE	1X	3X	6X	9X
Full	\$490	\$480	\$470	\$450
2/3	\$430	\$420	\$400	\$380
1/2	\$380	\$360	\$330	\$300
1/3	\$320	\$280	\$270	\$260
1/4	\$275	\$265	\$255	\$240

4 - COLOR RATES (Add to B&W Rates Above)

1X - 3X \$320	6X - 9X \$240
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2 - COLOR RATES (Add to B&W Rates Above)

1X - 3X \$100	6X - 9X \$90
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CLASSIFIED AD RATES

***Free Classified text ads to Members and Affiliates**
4 lines or less, 3 months in CTN and CalConTrk.org
Non-Members/Affiliates . \$20 Additional lines... \$10

CLASSIFIED (1/8 Business Card Display Ad)

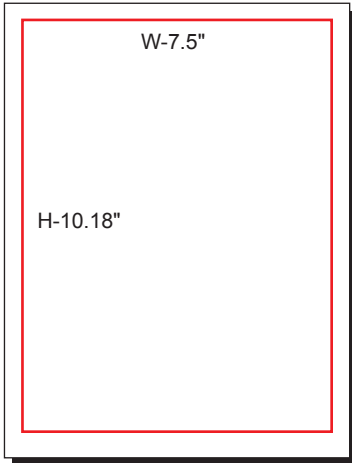
Members	\$40
Non-Members & Affiliates	\$80

COVERS or CENTERFOLD (Per Insertion)

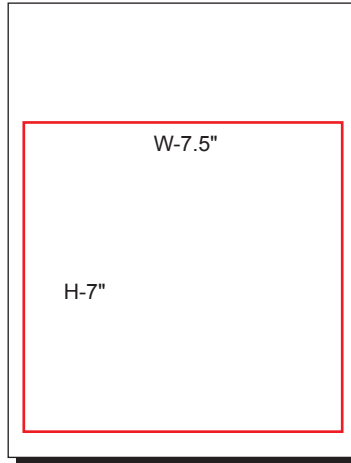
NOTE:	Front Cover.....	N/A
4-Color standard on	Back Cover	\$825
front and back covers	Inside Front.....	\$605
and centerfold. Must	Pages 1, 2 & 3.....	\$468
advertise 6x or more.	Inside Back.....	N/A
	Centerfold	\$1,100

MECHANICAL SIZES ON NON-BLEED ADS

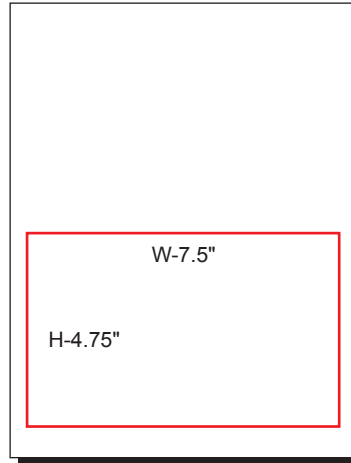
Full Page Inside Margins



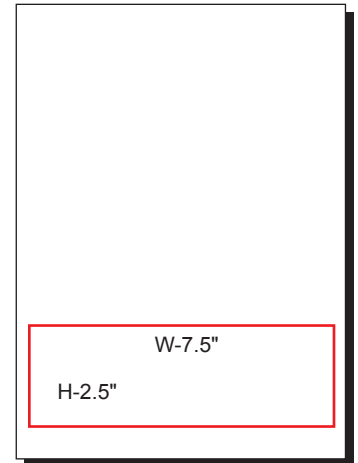
2/3 (H) Page



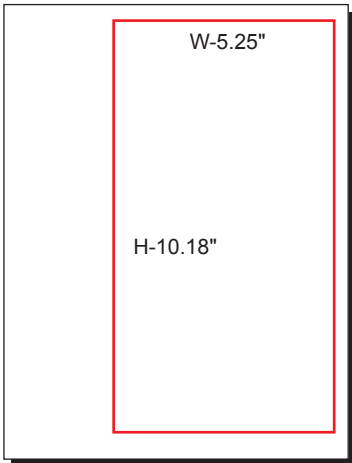
1/2 (H) Page



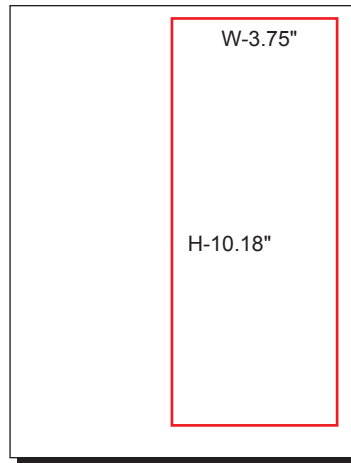
1/3 (H) Page



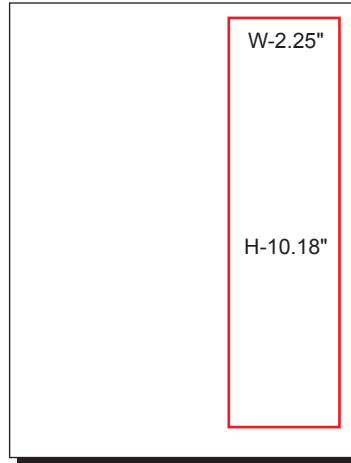
2/3 (V) Page



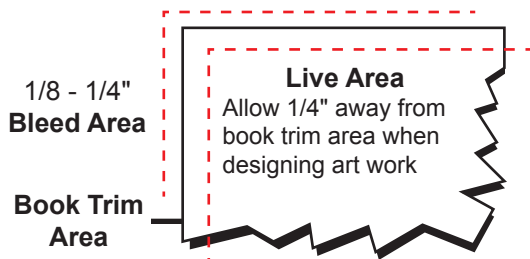
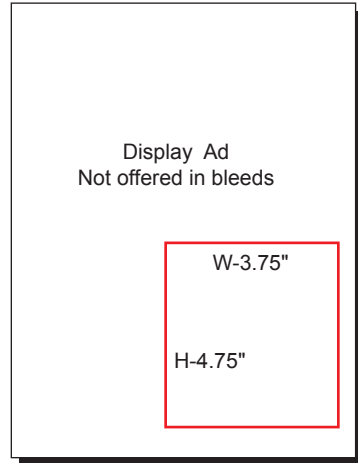
1/2 (V) Page



1/3 (V) Page



1/4 Page

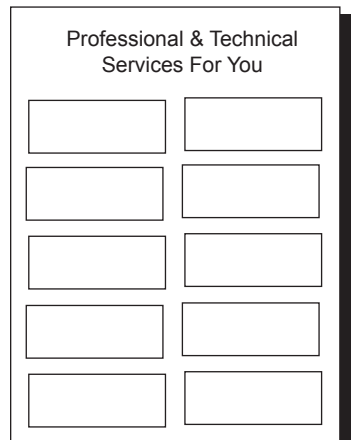


Pub Info - Trim Size - 8.5" x 11"

Margins Size - .25" (L, R, T); .75" (B)

Artwork Bleed layout - When bleeding your ads, please allow a 1/8-1/4" from Book Trim (outer edge of publication) to Live Area, this allows a 1/8" to 1/8" from cutting and binding into your ads artwork. The spec size sheets above are for non-bleed areas.

1/8 Page Layout
Business Card



Advertising in the California Transportation News

- Increases sales to the construction industry.
- Builds name and brand awareness for sales.
- Communicates your message
- Economical rates mean greater gross profit per sale.
- Discounted advertising rates for Affiliate & Members
- We Design your Ad!

DON'T let your message get lost in the freight truck magazine when you are actually trying to contact the construction people! High, but "empty", circulation numbers do not translate into reader awareness because they do not fit the needs of dump truckers. The CTN does fit; because dump truckers read it every month to get the lifeblood information they need to continue to succeed and to get further ahead.

Proposed CTN Magazine Advertising Policy

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the California Construction Trucking Association and the California Transportation News Magazine (“Publisher” or “CCTA”) harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to refuse or reject any and all advertising. Prior to publication the publisher must review advertisements that for any reason are considered questionable. The Publisher may refuse advertisements for any reason deemed unacceptable. Publisher reserves the right to add the word “Advertisement” at the top and/or bottom of, or anywhere within any publication page, that in the Publisher’s sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication’s rate card, or any amendment thereof.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser’s materials. CCTA does not accept advertisement for liquor, tobacco, firearms or competitive educational programming or competitive membership offerings.

Additional Suggestion:

The Publisher suggests that affiliates refrain from utilizing other affiliates names, products or caricatures of persons or products within their advertisements in a negative manner.