

RATE CARD

advertising information



DISPLAY ADS

4 Color Rates	1x	3x	6x	12x
Full Page	3980	3870	3760	3540
1/2 Page Island	2490	2410	2360	2170
1/2 Page	2285	2225	2195	2015
1/3 Page	1640	1600	1540	1440
1/4 Page	1295	1265	1200	1135
1/6 Page	900	865	845	805

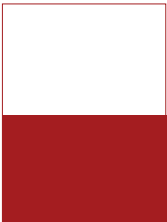
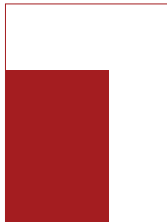

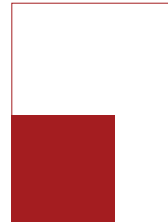
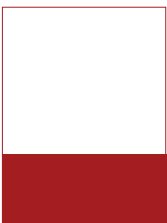

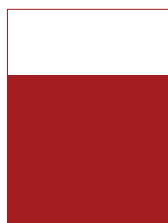

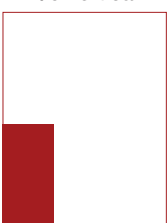
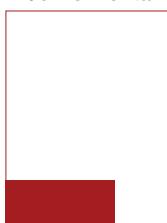
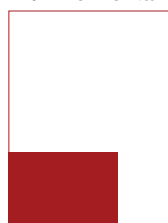
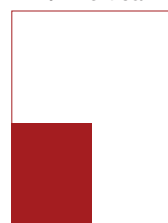
INSERTS CALL FOR QUOTES

- Direct Response Card
- Tip-In

COVERS: 4 COLOR PROCESS ONLY

Rates	1x	3x	6x	12x
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

AD SPECIFICATIONS*:

<p>1/2 Horizontal</p>  <p>7.125" x 4.75"</p>	<p>1/2 Island</p>  <p>4.5" x 6.75"</p>	<p>1/2 Vertical</p>  <p>3.5" x 9.625"</p>	<p>1/3 Block</p>  <p>4.5" x 4.75"</p>
<p>1/3 Horizontal</p>  <p>7.125" x 3.25"</p>	<p>1/3 Vertical</p>  <p>2.25" x 9.625"</p>	<p>2/3 Horizontal</p>  <p>7.125" x 6.75"</p>	<p>2/3 Vertical</p>  <p>4.5" x 9.625"</p>
<p>1/6 Vertical</p>  <p>2.25" x 4.75"</p>	<p>1/6 Horizontal</p>  <p>4.75" x 2.25"</p>	<p>1/4 Horizontal</p>  <p>4.75" x 3.5"</p>	<p>1/4 Vertical</p>  <p>3.5" x 4.75"</p>

Full Page with Bleed



8.375" x 11.125"

Important Full Page Specifications:

- Live Area 7.125" x 9.625"
- Trim Size 8.125" x 10.875"
- Bleed .125" on all sides

** Illustrations are for visual example. They are drawn to scale, but are not actual size.*

CLASSIFIED ADS: TOWMAN'S MARKET

Rates	
1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

NOT ACTUAL SIZE

1" Classified Ad
2.25"W x 1"H

2" Classified Ad
2.25"W x 2"H

3" Classified Ad
2.25"W x 3"H

PRODUCTION DETAILS:

Printed Web Offset
Cover 80 lb.
Inside 40 lb.
Perfect Bound

Reproduction Requirements

DPI: 300 minimum
PDF: Hi-Res CMYK with font embedded
FTP: Call for instructions and permission

For Additional Production Information:

Gina Johnson, Page Layout Artist
800-732-3869 ext. 215
gjohnson@towman.com

DEADLINES

advertising information



Issue Date	Space Close	Material Close	Mail Date
January	December 6	December 10	December 30
February	January 5	January 10	February 1
March	February 4	February 10	March 4
April	March 4	March 10	April 4
May	April 5	April 11	May 3
June	May 5	May 10	June 6
July	June 6	June 10	July 6
August	July 5	July 11	August 2
September	August 5	August 10	September 6
October	September 6	September 9	October 4
November	October 5	October 10	October 24
December	November 4	November 10	December 1

WHY ADVERTISE?

- American Towman is the true business to business magazine and audited by Verified Audit to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.
- We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 29,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.
- With over 45,000 monthly visitors of which over 35,000 are unique visits: towing industry's first and only weekly e-magazine **Tow Industry Week** is the most visited website in the towing industry.

ADVERTISING SALES

800-732-3869

Dennie Ortiz ext. 213 dortiz@towman.com
Ellen Rosengart ext. 203 erosengart@towman.com
Peggy Calabrese ext. 202 peggy@towman.com

COMMISSIONS:

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are permitted. First time advertisers must pre-pay the initial month's ad. All classified rates are net.

800-READ-TOW
(800-732-3869)

DIGITAL EDITION: ITOWMAN.COM