

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

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

INSERTS

Direct Response Card

CALL FOR
QUOTES

Tip-In

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

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

NOT ACTUAL SIZE



For Additional Production Information:
Anne Ruzsilla, Art Director
anne@towman.com

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

AD SPECIFICATIONS**:

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

1/2 HORIZONTAL



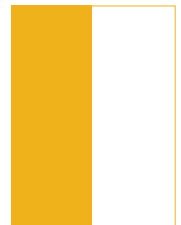
7.125" x 4.75"

1/2 ISLAND



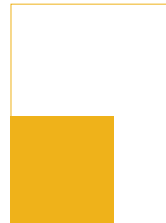
4.5" x 6.75"

1/2 VERTICAL



3.5" x 9.625"

1/3 BLOCK



4.5" x 4.75"

1/3 HORIZONTAL



7.125" x 3.25"

1/3 VERTICAL



2.25" x 9.625"

2/3 HORIZONTAL



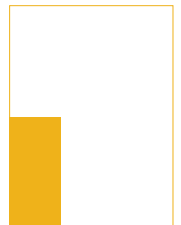
7.125" x 6.75"

2/3 VERTICAL



4.5" x 9.625"

1/6 VERTICAL



2.25" x 4.75"

1/6 HORIZONTAL



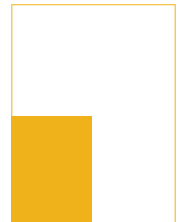
4.75" x 2.25"

1/4 HORIZONTAL



4.75" x 3.5"

1/4 VERTICAL



3.5" x 4.75"

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

Deadlines

Advertising Information

800-Read-tow
(800-732-3869) ext. 213
Digital edition: itowman.com

ISSUE DATE	SPACE CLOSE	MATERIAL CLOSE	MAIL DATE
January	December 8	December 12	December 29
February	January 9	January 15	January 30
March	February 6	February 13	March 3
April	March 6	March 13	March 31
May	April 9	April 15	April 27
June	May 8	May 15	June 1
July	June 8	June 12	June 30
August	July 8	July 15	July 28
September	August 7	August 14	August 28
October	September 11	September 17	September 29
November	October 9	October 16	October 29
December	November 6	November 13	December 3

WHY AMERICAN TOWMAN?

- American Towman is the true business-to-business magazine and audited by Alliance for Audited Media  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 35,000 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 16,000 monthly visitors of which over 13,000 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
 Ellen Rosengart ext. 203
 Peggy Calabrese ext. 202
 Jimmy Santos ext. 204

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 erosengart@towman.com
 peggy@towman.com
 jimmy@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.

AMERICAN TOWMAN