

# 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

3" Classified Ad  
2.25"W x 3"H

2" Classified Ad  
2.25"W x 2"H

NOT ACTUAL SIZE



For Additional Production Information:  
Anne Ruzsilla, Art Director  
800-732-3869 ext. 215  
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"

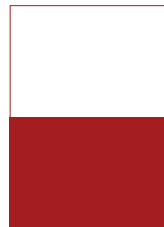
**IMPORTANT  
FULL PAGE  
SPECIFICATIONS:**

Live Area  
7.125" x 9.625"

Trim Size  
8.125" x 10.875"

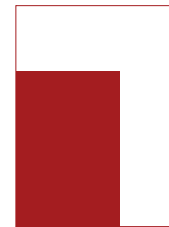
Bleed  
.125" on all sides

1/2 HORIZONTAL



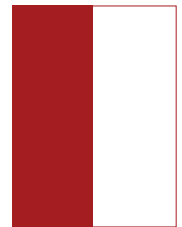
7.125" x 4.75"

1/2 ISLAND



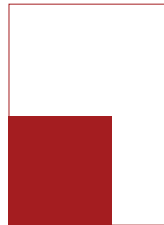
4.5" x 6.75"

1/2 VERTICAL



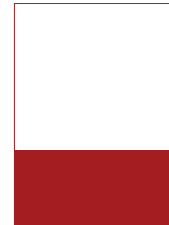
3.5" x 9.625"

1/3 BLOCK



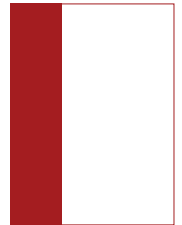
4.5" x 4.75"

1/3 HORIZONTAL



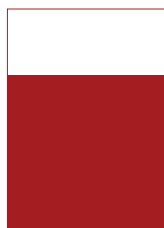
7.125" x 3.25"

1/3 VERTICAL



2.25" x 9.625"

2/3 HORIZONTAL



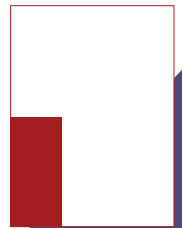
7.125" x 6.75"

2/3 VERTICAL



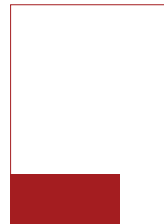
4.5" x 9.625"

1/6 VERTICAL



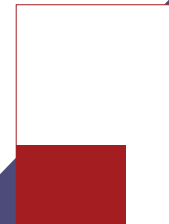
2.25" x 4.75"

1/6 HORIZONTAL



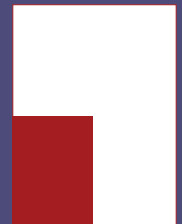
4.75" x 2.25"

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.

# Advertise on **TOW INDUSTRY WEEK**

*the most recognized online magazine in the industry*

**57,000 Monthly views • Over 44,500 unique visits**

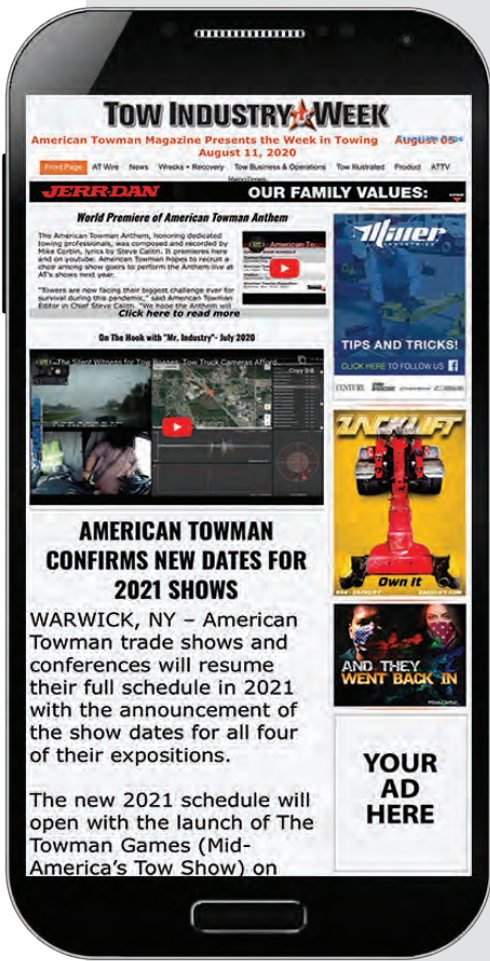
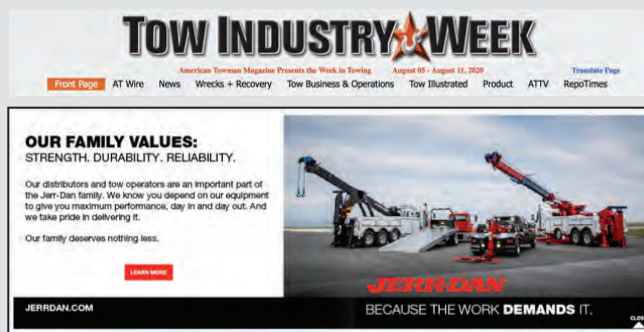
## Horizontal Drop Down Banner

Regular rate  
 4 weeks: \$250 per week  
 26 weeks: \$225 per week  
 52 weeks: \$200 per week

CLOSED



EXPANDED



## Top Vertical Ad

Regular rate  
 4 weeks: \$175 per week 26 weeks: \$150 per week 52 weeks: \$125 per week

## Bottom Vertical Ad

Regular rate  
 4 weeks: \$150 per week 26 weeks: \$125 per week 52 weeks: \$100 per week

## Half Vertical Ad

Regular rate  
 4 weeks: \$105 per week 26 weeks: \$90 per week 52 weeks: \$75 per week

**American Towman Magazine Advertisers OR Expo Exhibitors**

**American Towman Magazine Advertisers AND Expo Exhibitors**

**10% OFF Regular Rates**

**20% OFF Regular Rates**

**DIGITAL ADS CLICK THROUGH TO YOUR WEBSITE**

**Call Dennie Oritz at 800-732-3869 ext. 213 or email dortiz@towman.com to advertise**

# TOW INDUSTRY WEEK

## Ad Banner Sizes & Specifications

