



MEDIA KIT
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Our Mission:

Trucks N Tractor is an up to date advertising tool that will get you connected to the products & services that will help your company succeed. We are the perfect meeting place for professionals, industry experts, consultants, and our readers.

We join everyone together through both print and digital advertising. If you don't have our magazine in your hands, we are just one click away!

Contract & Copy Conditions:

Cancellations and changes in orders may not be made after the ad closing date.

Emailing Requirements:

PDF Checklist

ALL COMPLETE ADS SUBMITTED MUST BE IN PDF FORMAT

- Color ads must be built using process CMYK. Be sure to use your CMYK palette within your software application
- Black & White ads use grayscale only. No CMYK, RGB, or Pantone colors should be used.

Acrobat Settings

- Save your PDF file as PRESS OPTIMIZED. If using an older version of Adobe Acrobat, change the Acrobat compatibility to version 4, version 1.3
- Be sure to EMBED all fonts-subset fonts 100%
- The COLOR setting should be "Leave color unchanged"
- PDF files saved as "PDFX-1a" are also accepted
- Color ads should be saved as "Color Composite" PDF files
- Leave security turned OFF
- Do not subset fonts (should always be 100%)

- Do not create PDF files with Adobe PDF Writer
- All PDFs must contain only one page
- Flatten all artwork (such as Illustrator/Photoshop) before saving your PDF

Send files via eMail, have your graphic elements originally scanned (250-300 dpi) and save them as a JPEG of the maximum quality.

Rates and Sizes

Front Cover Rates

Full Page.....\$2000

1/2 Page.....\$900

1/4 Page.....\$525

Back Cover, IFC, IBC Rates

Full Page.....\$1900

1/2 Page.....\$850

1/4 Page.....\$500

2x3 (BC only)...\$370

Color Ad Rates

Full Page....\$1600

1/2 Page.....\$800

1/4 Page.....\$450

2x3.....\$300

2x2.....\$250

Black & White Rates

Full Page.....\$800

1/2 Page.....\$600

1/4 Page.....\$400

2x3.....\$250

2x2.....\$210

Co-op Listing Ads.....\$140

Group Ads.....\$100

Glossy Centerfold Rates

Full Page.....\$1700

1/2 Page.....\$850

1/4 Page.....\$500

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