

www.refrigeratedtransporter.com

# Refrigerated Transporter®

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## 2016 PRINT ADVERTISING RATES

SIZE	BLACK & WHITE	4-COLOR
1 Page	\$3,220	\$3,900
1/2 Page	\$2,030	\$2,550
1/3 Page	\$1,410	\$1,830
1/4 Page	\$1,100	\$1,440

### COLOR RATES

2-Color \$230 additional per page

### CLASSIFIED ADVERTISING

\$90 per column inch One inch minimum. All classified rates are net. After first inch, advertising is billed in 1/2 inch increments.

### INSERTS

Contact your Sales Representative for rates, production specifications, and shipping instructions.

### Issue and Closing Dates

#### Food Fleet Source issue:

Includes: LTL Routing Guide, Gross Revenue Report, and Reefer Repair Facility Directory  
Spring 2016

**Space:** April 15, 2016

**Materials:** April 29, 2016

#### Buyer's Guide issue:

Fall 2016

**Space:** Oct 14, 2016

**Materials:** Oct 28, 2016

Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

#### Agency Commission

15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

#### Short Rate Protection

Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

SRDS Classification Number 96  
Effective December 2015



#### Contact information

Send all advertising contracts, insertion orders, materials, and correspondence to:

Ray Anderson  
ray.anderson@penton.com

Refrigerated Transporter  
4200 S Shepherd Dr, Ste 200  
Houston TX 77098

**800-880-0368**

Ph: 713-523-8124

Fax: 713-523-8384

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