

## Magazine Rates & General Information

Black & White	1x	3x	6x	9x	12x
Page	18,040	17,420	17,155	16,855	16,610
2/3 Page	13,030	12,945	12,845	12,700	12,560
1/2 Island/Vert.	10,535	10,495	10,440	10,370	10,275
1/2 Page	9,600	9,545	9,480	9,415	9,325
1/3 Page	6,405	6,365	6,310	6,240	6,175
1/4 Page	4,810	4,780	4,730	4,660	4,595

Standard Color	1x	3x	6x	9x	12x
Page	20,025	19,825	19,550	19,180	18,815
2/3 Page	15,420	15,285	15,110	14,865	14,655
1/2 Island/Vert.	12,910	12,655	12,480	12,415	12,390
1/2 Page	12,775	11,815	11,675	11,530	11,310
1/3 Page	8,785	8,740	8,580	8,515	7,875
1/4 Page	7,160	7,135	7,115	7,070	7,015

Matched Color	1x	3x	6x	9x	12x
Page	20,415	20,150	19,825	19,410	19,010
2/3 Page	15,840	15,695	15,530	15,315	15,070
1/2 Island/Vert.	13,285	13,155	13,030	12,815	12,680
1/2 Page	12,325	12,205	12,120	11,975	11,825
1/3 Page	9,170	9,135	9,075	9,000	8,910
1/4 Page	7,570	7,535	7,485	7,415	7,330

4-Color	1x	3x	6x	9x	12x
Page	23,160	22,820	22,370	21,850	21,595
2/3 Page	18,575	18,390	18,115	17,740	17,495
1/2 Island/Vert.	16,070	15,905	15,720	15,485	15,245
1/2 Page	15,080	14,925	14,745	14,525	14,305
1/3 Page	11,880	11,745	11,630	11,530	11,385
1/4 Page	10,255	10,190	10,100	10,040	9,950

Covers	6x	12x
Cover 2	23,960	23,205
Cover 3	23,640	22,755
Cover 4	25,120	22,985

Other Frequencies	18x	24x	36x	48x
Full Page Only				
Black & White	16,480	16,350	16,125	15,860
Standard Color	18,715	18,445	18,175	17,965
Matched Color	18,815	18,660	18,350	18,055
4-Color	21,205	20,835	20,430	20,275

**Agency Commission:** 15% of gross billing allowed to agencies on space, color, and position. All mechanical costs are non-commissionable. Agency commissions are payable provided the account is paid within the stated terms of sale.

### GENERAL

Year Established — 1928. *Fleet Owner* is published monthly to over 100,000 managers and executives in commercial-trucking fleets of five or more vehicles.

The publisher reserves the right to reject any advertising that does not conform to publication standards.

Advertiser and advertising agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc. All invoices are payable in 30 days. No cash discounts are allowed.

Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period from date of the first insertion, they do not use the amount of space upon which their billing rate was based.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstance beyond the control of the publisher affecting production or delivery.

### 2016 MECHANICAL REQUIREMENTS

Publication Trim Size — 7.5" x 10.5"

	Non-Bleed Size	Bleed Size	Bleed Dimensions	Live Area
Full Page	7" x 10"	7.5" x 10.5"	7.75" x 10.75"	7" x 10"
Spread Bleed		15" x 10.5"	15.25" x 10.75"	14.5" x 10"
2/3 Vertical	4.5" x 9.75"	N/A		
1/2 Horizontal	7" x 4.625"	7.5" x 5.125"	7.75" x 5.375"	7" x 4.625"
1/2 Island	4.5" x 7.25"	N/A		
1/2 Vertical	3.375" x 9.75"	3.625" x 10.5"	3.875" x 10.75"	3.125" x 10"
1/2 Page Spread	14.5" x 4.625"	15" x 5.125"	15.25" x 5.375"	14.5" x 4.625"
1/3 Vertical	2.3125" x 9.75"	N/A		
1/3 Square	4.5" x 4.625"	N/A		
1/4 Page	3.375" x 4.625"	N/A		

\* We request that words and critical information are not split over the crossover (gutter) in spreads. Gutter clearance is 0.1875 in.

Vital advertising matter should be kept at least 0.25 in. away from trim on all four sides.

PDF Format: Advertisers are encouraged to submit PDF/X1-a files prepared for press-optimized printing. For more information on creating acceptable files, visit <http://penton.sendmyad.com>. You can download the Penton PDF export setting for Adobe® Creative Suite® here: <http://penton.com/sma/PentonPDFExport.zip>.

Preferred Applications: Ad Layouts should be created using Adobe InDesign® or QuarkXPress™. If submitting application files, provide all supporting graphics and fonts:

- All images and logos should be included either as TIFF, EPS or JPEG
- Resolution should be no less than 300 DPI
- All colors must be converted to CMYK or grayscale (no RGB or spot colors)

Upload a PDF or zipped application files at <http://penton.sendmyad.com>

Proofing: Minimally, we require a customer-furnished text and element proof to assist us in preflighting our customer's digital ad. For Color Match, please mail a digital halftone SWOP Certified Proof. We cannot guarantee color reproduction on press without a contract proof.

All advertising material should be addressed to:

Kathy Daniels, Advertising Production Manager  
*Fleet Owner*  
 9800 Metcalf Avenue  
 Overland Park, KS 66212  
 Phone: 913-967-1828 Fax: 913-514-3686  
[kathy.daniels@penton.com](mailto:kathy.daniels@penton.com)

### ISSUANCE AND CLOSING DATES

*Fleet Owner* is published monthly. Closing date for advertising reservations is the 5th of the month preceding the issue date. Advertising material close is the 10th of the month preceding the issue date.

### INSERT ADVERTISING

Mechanical requirements and regional advertising available on request.

Insert Quantities — Quantity for pre-printed inserts: 112,000. Contact your *Fleet Owner* sales representative for regional and demo quantities.

Space Charge — Rate based on the earned B&W rate, multiplied by the number of pages. Please contact your *Fleet Owners* sales representative. There is a minimum space charge of \$4,110 gross per page.

Weight of Stock — For inserts of four pages or less, maximum weight of stock is 100 lb. text coated (25" x 38" basis). Check with the *Fleet Owner* Production Department for weight of stock for inserts over four pages.

Size of Inserts — Delivered folded and untrimmed at 8" x 11". Insert will trim to 7.75" x 10.75". Vital advertising matter should be kept at least 3/8" away from trim on all four sides.

Closing Date — For pre-printed inserts, the 20th of the month preceding month of publication.

Shipping Instructions for Pre-Printed Inserts — Ship prepaid to:

Jill Seal  
 Customer Service Representative  
 R.R. Donnelley  
 1600 N. Main Street  
 Pontiac, IL 61764  
 Phone: 815-844-1461 Fax: 815-844-1326  
[jill.seal@rd.com](mailto:jill.seal@rd.com)

Insertion order and three copies of the insert should be sent to:

Kathy Daniels, Advertising Production Manager  
*Fleet Owner*  
 9800 Metcalf Avenue  
 Overland Park, KS 66212  
 Phone: 913-967-1828 Fax: 913-514-3686  
[kathy.daniels@penton.com](mailto:kathy.daniels@penton.com)

The issue date and *Fleet Owners* should be CLEARLY MARKED ON EVERY CARTON or SKID.

### BOUND-IN REPLY CARDS

Rates: \$5,495 commissionable

There is an extra charge to print the postcard from supplied material. Postcards do not earn frequency rates, and printing costs are non-commissionable. All in-book postcards must meet the standards in the DMM (Domestic Mail Manual).

Minimum size: 5" x 3.5"  
 Maximum size: 6" x 4.25"

Weight of the card stock must be at least 75#l. For binding specifications, please call the production department.

Call your *Fleet Owners* sales representative for pricing information on sizes above the maximum.

### REGIONAL/DEMOGRAPHIC ADVERTISING

Regional/demographic advertising is limited to full page or more advertisements.

Regional advertising must include one or more complete geographical regions as defined on *Fleet Owner's* current BPA Audit Statement. All regional advertising will incur a mechanical charge of \$995 net per page or \$1,495 net per spread. An additional \$250 will be added to the mechanical charge for advertising using only a portion of a region.

Regional/demographic advertising space rates are computed by taking the percentage of circulation and multiplying it by the earned black and white frequency rate. For color ads, applicable color charges will apply.

There is a minimum space charge of \$4,110 gross per page. Mechanical charges apply.

### CLASSIFIED ADVERTISING

*Fleet Owner* classified ads are published monthly to the full audience. For more information, call Ellen Rowlett at 800-827-7468. Fax: 913-514-6544

- a. Classified ads, per column inch — \$148 (2 1/16" x 1")
- b. The minimum size for a classified ad is one column wide (2 1/16") by 1" deep.
- c. Double column ads are 4 5/16" wide.
  - Classified advertising frequency discounts:
  - 5% for 3 months
  - 10% for 6 months
  - 15% for 12 months
- d. Ad design is \$25 for small ads; \$50 for a 1/4-page ad; \$75 for a 1/3-page ad; \$100 for a 1/2-page ad; and \$200 for a full page.
- e. Classified ads are non-commissionable.
- f. All Classified ads must be received at *Fleet Owner* by the 10th of the month preceding publication. Send all classified advertising material to:

Ellen Rowlett  
*Fleet Owner*  
 3354 Cold Harbor Drive  
 Indianapolis, IN 46227  
 800-827-7468  
 Fax: 913-514-6544  
[ellen.rowlett@penton.com](mailto:ellen.rowlett@penton.com)

### SPECIAL ADVERTISING OPPORTUNITY

FLEET OWNER BUYER'S DIRECTORY LOGOS  
 Logo sections are produced in the October Equipment Specs & Buyer's Guide.

Date — October issue (Closing date is August 15)

For more information, call Ellen Rowlett at 800-827-7468 or [ellen.rowlett@penton.com](mailto:ellen.rowlett@penton.com)

### FLEET OWNER LIST SERVICE

The largest industry-wide truck fleet data file totaling over 100,000 commercial fleets of five or more vehicles. List specifications can be tailored to include the names of the executives in those fleets, and selectability options include:

- Fleet size
- Fleet type
- Number of vehicles by type
- In-house maintenance
- Use of diesels
- GVW class
- State, SCF, zip
- Purchase information

For more information, contact Reggie Lawrence at 678-957-1414 or [rlawrence@fleetowner.com](mailto:rlawrence@fleetowner.com).

### THE PRIVATE FLEET DIRECTORY

Private fleets represent approximately 75% of all fleets, but they are typically harder to identify and reach than for-hire carriers. Therefore, this extensive database of private fleets is an invaluable resource. For more information, call Reggie Lawrence at 678-957-1414, or your *Fleet Owners* sales representative.

For additional advertising information, visit us at [advertisers.fleetowner.com](http://advertisers.fleetowner.com).