



2010 Roady's Magazine Editorial Calendar

JAN / FEB / MAR	APR / MAY	JUN / JUL
Space Deadline: 11/30/11	Space Deadline: 2/28/11	Space Deadline: 4/26/10
Materials Deadline: 11/30/11	Materials Deadline: 2/28/11	Materials Deadline: 4/26/10

AUG / SEP	OCT / NOV / DEC
Space Deadline: 6/28/10	Space Deadline: 8/30/10
Materials Deadline: 6/28/10	Materials Deadline: 8/30/10

Advertising Rates

Roady's Magazine*

Standard Placement	1 Issue – NO DISCOUNT AVAILABLE		
	6 Months / 3 Issues	12 Months / 6 Issues	
Full Page	4888.00	2248.50	2077.50
Half Page	2818.00	1246.50	1197.50
Quarter Page	2128.00	979.00	904.50

Preferred Placement	Center Spread	9200.00	4232.00	3910.00
	Back Cover	5750.00	2645.00	2443.50
	Inside Front Cover	5118.00	2354.50	2175.50
	Inside Back Cover	5118.00	2354.50	2175.50

Monthly Rates

Fees & Discounts	Special Ad Placement Request:	10% of total commitment
	Ad Production Fee (may apply to advertising):	\$500
	Ad Design Fee (may apply to advertising):	\$250
	Contact: vickim@truckstop.com	

* Insertion orders are required for all advertising.

Advertising Contacts:

Holly Kerfoot
Marketing Manager
hollyk@roadystruckstops.com

Vicki Marsh
Graphic Designer
800-203-2540 x1503



Advertising Commitment and Insertion Order

CLIENT:	<input type="text"/>	DATE:	<input type="text"/>
ADVERTISING CONTACT:	<input type="text"/>	PHONE:	<input type="text"/>
EMAIL:	<input type="text"/>	FAX:	<input type="text"/>
BILLING ADDRESS:	<input type="text"/>		
BILLING CONTACT:	<input type="text"/>	PHONE:	<input type="text"/>
EMAIL:	<input type="text"/>	FAX:	<input type="text"/>
GRAPHIC DESIGN CONTACT*:	<input type="text"/>	PHONE:	<input type="text"/>
EMAIL:	<input type="text"/>		

***Please provide ad specifications to your graphic design/creative department.**

Magazine

FULL PAGE (8.625"x11.25")

SPECIAL PLACEMENT:

- CENTER SPREAD
- INSIDE FRONT COVER
- INSIDE BACK COVER
- OUTSIDE BACK COVER

1/2 PAGE

HORIZONTAL (8.375"x5.375")

VERTICAL (4.125"x10.875")

1/4 PAGE (4.125"x5.375")

ISSUE				
JAN / FEB / MAR	APR / MAY	JUN / JUL	AUG / SEP	OCT / NOV / DEC
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

CREATIVE SERVICES CONTACT: VICKIM@TRUCKSTOP.COM

Complete Ad Production
(Ad creation completely from scratch)

\$500.00/ad

Ad Design

\$250.00/ad

(Ad creation with given layout and graphic elements)

	QUANTITY/FREQUENCY	TOTAL COST		QUANTITY/FREQUENCY	TOTAL COST
Wall Posters	<input type="text"/>	<input type="text"/>	Shower Mats	<input type="text"/>	<input type="text"/>
Pump Toppers	<input type="text"/>	<input type="text"/>	Place Mats	<input type="text"/>	<input type="text"/>

ADVERTISING AGENCY DISCOUNT	GROSS AMOUNT	NET AMOUNT
<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL COMMITMENT	DISCOUNT PER MONTH	TOTAL AMOUNT BILLED MONTHLY
<input type="text"/>	<input type="text"/>	<input type="text"/>

Authorized signature indicates understanding and acceptance of ITS advertising specifications and deadlines, pricing, and payment terms for all requested advertising services.

AUTHORIZED SIGNATURE

DATE

ROADY'S REPRESENTATIVE

Signed Insertion Orders may be faxed to 208-717-0956



Specifications for Magazine Advertising

Submitting Your Ad

File Formats: Roady's Truck Stops magazine accepts your files by e-mail, CD-ROM or FTP. When saving and sending files, ***please follow these guidelines:***

ACCEPTABLE FORMATS:

Adobe Illustrator: AI, EPS, or PDF (either Press Quality or High Quality Print)

Adobe Photoshop: TIF, JPG, or PDF

Adobe InDesign: PDF

RESOLUTION:

All full color and greyscale artwork **MUST BE A MINIMUM OF 300dpi**. B/W artwork and line art must be a **MINIMUM OF 900dpi with 1200 dpi PREFERRED**. Images a logos created for or pulled from web sites will not be accepted. Artwork below 250 dpi will **NOT** be accepted.

FONTS:

Include all font files or, when possible, embed or convert all fonts to paths/curves/outlines to completely avoid compatibility issues. For best results, do not use a font size smaller than six points for reversed type or four points for regular type.

COLOR:

All files should be saved in CMYK mode. This includes all placed graphics and images. RGB and Spot/PMS colors must be converted to a CMYK equivalent.

PROOF:

All electronic files for print ads must be accompanied by a 100%-size proof with crop marks. For B/W or greyscale ads, please provide a laser proof. To insure accurate color reproduction, a color proof or color breaks must be provided with color ads. If files are submitted electronically, either include a PDF proof with your ad files or send an appropriate proof separately by mail. If proof is not submitted, proper production is not guaranteed.

Ad Dimensions

A. Full Page 8.625" x 11.125" (includes bleed)
 Live Area 7.375" x 9.875" (half inch from trim)
 Trim Size 8.375" x 10.875"

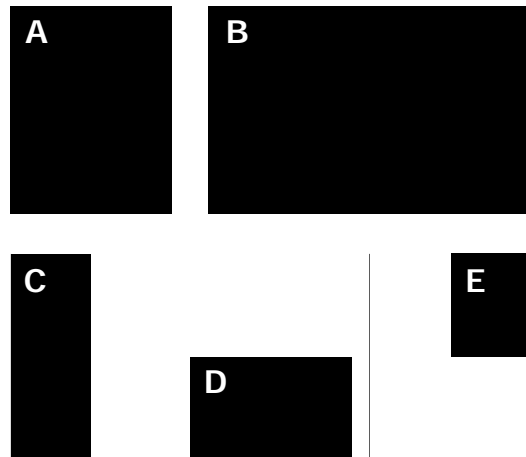
B. Center Spread 8.625" x 22" (includes bleed)
 Live Area 7.375" x 9.875" (each page)
 Trim Size 8.375" x 21.75"

Note: Essential copy must be kept 0.25" from gutter.

C. Half Page, vertical 3.59" x 9.69"

D. Half Page, horizontal 7.19" x 4.84"

E. Quarter Page 3.59" x 4.84"



Advertising Contacts:

Holly Kerfoot, Marketing Manager	866-481-0947 x7019
Vicki Marsh, Graphic Designer	800-203-2540 x1503