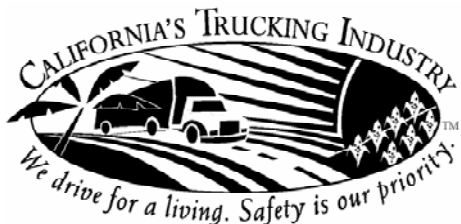


DEMOGRAPHICS

- ◆ **Caltrux** is published monthly for members of the California Trucking Association. Each issue contains editorial by and about association leaders and technical experts, state and national news including regulatory changes, legislation, safety insurance, economic development and other information vital to executive and management personnel in the trucking industry.
- ◆ **Approximately 4,000 trucking company owners and top-level executives read Caltrux.** Our annual reader surveys show that nearly all copies are routed to at least one other company executive or manager. Based on these surveys, we estimate a total readership of over 7,000.
- ◆ These men and women are the primary decision-makers of California's trucking industry. They are responsible for the purchasing decisions for every supply need of CTA member firms, which carry over half of the freight hauled on California highways.
- ◆ **California Trucking Association Association Headquarters:**
3251 Beacon Blvd
West Sacramento, CA 95691
(800) 263-2258 (phone)
(916) 373-3636 (fax)
- ◆ **Sales Contact:**
(916) 373-3510 Brenda Schermerhorn
(916) 373-3636 (fax)
- ◆ **Materials and payment to be received at:**
 - ◆ California Trucking Association
 - ◆ 3251 Beacon Boulevard
West Sacramento, CA 95691
ATTN: CALTRUX ADVERTISING



Editorial Contributions are welcome. Please contact Joe Kent at CTA Headquarters for submission of articles or commentary. (CTA reserves the right to review, edit and approve all editorial submissions. Advertorials are not accepted. However, display advertising is welcomed.

2007 ADVERTISING CALTRUX MAGAZINE

Thank you for your interest in advertising in the **CALTRUX Magazine**, the California Trucking Association's official publication focusing on trucking issues and the people who represent CTA's membership.

Caltrux is distributed to over 4000 trucking company owners and top-level executives representing over half of the State's trucking commerce. Our reader surveys show that nearly all copies are routed to at least one other company executive or manager. Based on these surveys, we estimate a total readership of over 7,000.

CALTRUX is published monthly and covers pertinent regulatory issues as well as news about the people and companies making an impact on today's trucking industry. A full-color publication, CALTRUX highlights our trucking executives, their companies and valued employees. Each issue also contains editorial by association leaders and technical experts plus state and national news including regulatory changes, legislation, safety insurance, economic development and other information vital to executive and management personnel in the trucking industry.

We urge you to take advantage of this year-round marketing tool. Give your company the competitive edge by showcasing your product and services through a strategically placed ad in the CALTRUX magazine! Please complete and sign the advertising contract and mail it with your payment and art to the advertising office.

Thank you for your support of CTA and CALTRUX.

Good stuff.



BLACK & WHITE SINGLE INSERTION RATES

	<u>MAGAZINE (CTA Member)</u>		<u>MAGAZINE (Non-Member)</u>	
	<u>1x</u>	<u>6x</u>	<u>1x</u>	<u>6x</u>
Full Page\$770\$660	.. \$1,100	\$900
2/3 Page605510880	800
1/2 (Island)550480785	710
1/2 Page510440745	671
1/3 Page360315515	440
1/4 Page275245400	368
1/6 Page190165260	235

COVER RATES (COLOR ONLY)

Inside Covers	..\$1,400	...\$1,200	.. \$1,800	\$1,600
Back Cover2,0001,7002,400	2,000

(Magazine back page is a full page)

COLOR INFORMATION AND RATES

Color: Please add \$400.00 per insertion to the above rates.

Bleed: 1/4" beyond edge for trimming.

Black and White Requirements: Digital files preferred - Tiff, jpg, Adobe Illustrator, Photoshop or high resolution PDF file. Layout is in MacIntosh/Pagemaker.

AD DIMENSIONS

<u>Size</u>	<u>Width</u>		<u>Length</u>
Full Page.....	7-3/4"	x	9-3/4"
2/3 Hz	7-3/4"	x	6-1/2"
2/3 Vt	5"	x	9-3/4"
1/2 Island	4-5/8"	x	7"
1/2 Hz	7-3/4"	x	5"
1/3 Hz	7-3/4"	x	3-1/4"
1/3 Vt	2-1/2"	x	9-3/4"
1/4 Hz (only).....	7-3/4"	x	2-1/2"

MECHANICAL REQUIREMENTS

Printed Offset

Type Page: 7-3/4" wide x 9-3/4" deep

Trim Size: 8-1/2" wide x 11" deep

Bleed Size: 8-3/4" wide x 11-1/4" deep

Halftone Screen: 150 lines

Digital files preferred. Tiff, Adobe Illustrator, Photoshop or high resolution PDF files accepted. Layout is in Adobe InDesign. If film or a suitable computer file is not available, the publisher will scan your camera-ready art provided the advertiser understands and accepts that this method frequently produces print quality inferior to the preferred methods.

GUARANTEED PLACEMENT

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

CLASSIFIED ADVERTISING

Members: \$50.00 minimum Non-Members: \$75.00 minimum

(Five lines with approximately 50 characters per line)

Additional lines are \$10 each for members and \$15 each for non-members.

Contact Brenda Schermerhorn at (916) 373-3510 or at bschermerhorn@caltrux.org for the classified advertising order form. Or obtain form at www.catrux.org



ADVERTISING CONTRACT

COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that it feels is not in keeping with the publication or Association's standards. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. b) The publisher reserves the right to insert the word "advertisement" in any ad. c) CTA members' advertisements are subject to conformance with the Association's bylaws. d) 15% commission shall be paid to recognized agencies on space charges only, provided however that said commission may be forfeit on invoices remaining unpaid 30 days following date of invoice. Accounts not paid within 30 days of original invoice incur a past-due service charge of 1.5% per month and do not qualify for commission. e) All advertising orders are accepted subject to the terms and provisions of the current rate card. f) A contract year, or twelve-month period, starts from the date of the first insertion. g) If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. h) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. The publisher's liability for any error will not exceed the charge for the advertisement in question. i) Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental 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 condition beyond the control of publisher affecting production or delivery in any manner. j) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. k) Rates subject to change - contracts will hold to rates in affect at the time signature. l) No guarantee for specified position is made unless the position premium has been provided for in the contract. m) Advertisements ordered set would be charged for composition. n) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. o) Closing dates for insertion orders and camera-ready materials are listed in the editorial calendar. All deadlines are fourteen (14) days prior to the listed publication date. Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 65% cancellation fee will be charged.

PAYMENT TERMS: Net 30 days (current accounts only). Delinquent accounts must prepay. ***NON-MEMBER advertisers are required to prepay for all ads.***

EDITORIAL CONSIDERATIONS: Advertising content and editorial content are totally separate. No special editorial consideration of any kind shall be part of any sales agreement.

MATERIALS: Advertiser or authorized agency must forward all materials, in accordance with deadline schedule, to:

CALTRUX Magazine
3251 Beacon Blvd. West Sacramento, CA. 95691
Digital art may be emailed to bschermerhorn@caltrux.org
Please note CALTRUX in the subject box.

Advertiser (name of company or product being advertised)

Agency (if applicable)

Contact

Address

City State Zip

Phone Fax

Email Address

Ad Index Heading (Type of Product or Service)

Magazine
 Number of Insertions: _____
 Space Rate: member non-member \$ _____
 Special Placement (add 15% to gross): \$ _____
 Color Charges: \$ _____
 Total Gross Rate: \$ _____
 Discounts: _____ \$ [_____]
 Net Rate Per Insertion: \$ _____
 Design Charges: \$ _____
 Contract Amount: \$ _____

Placement Description:

Year	Issue	Size	Shape	Color
_____	January	_____	_____	_____
_____	February	_____	_____	_____
_____	March	_____	_____	_____
_____	April	_____	_____	_____
_____	May	_____	_____	_____
_____	June	_____	_____	_____
_____	July	_____	_____	_____
_____	August	_____	_____	_____
_____	September	_____	_____	_____
_____	October	_____	_____	_____
_____	November	_____	_____	_____
_____	December	_____	_____	_____

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Completed form must be faxed or mailed to CALTRUX Magazine: 3251 Beacon Blvd. West Sacramento, CA. 95691 (916) 373-3636 fax

Authorizing Signature Date

Name and Title (Please Print) Date

Publishers/Sales Associate Signature Date

VISA M/C # _____ Exp. Date: _____ Signature: _____

Deadline for submission is the 20th of each month