

RATE CARD

Advertising Information

Display Ads*

4 COLOR RATES	1X	3X	6X	12X
Full Page	3980	3870	3760	3540
1/2 Page Island	2490	2410	2360	2170
1/2 Page	2285	2225	2195	2015
1/3 Page	1640	1600	1540	1440
1/4 Page	1295	1265	1200	1135
1/6 Page	900	865	845	805

Covers: 4 Color Process Only

RATES	1X	3X	6X	12X
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

Inserts

Direct Response Card

CALL FOR
QUOTES

Tip-In

Classified Ads: Towman's Market

RATES

1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

1" Classified Ad
2.25"W x 1"H

2" Classified Ad
2.25"W x 2"H

3" Classified Ad
2.25"W x 3"H

NOT ACTUAL SIZE

**AMERICAN
TOWMAN**

For Additional Production Information:
Anne Ruzsilla, Art Director
800-732-3869 ext. 215
anne@towman.com

Production Details:

Printed Web Offset
Cover 80 lb.
Inside 40 lb.
Perfect Bound

Reproduction Requirements
DPI: 300 minimum
PDF: Hi-Res CMYK with font embedded
FTP: Call for instructions and permission

Ad Specifications**:

FULL PAGE
WITH BLEED



8.375" x 11.125"

**IMPORTANT
FULL PAGE
SPECIFICATIONS:**

Live Area
7.125" x 9.625"

Trim Size
8.125" x 10.875"

Bleed
.125" on all sides

1/2 HORIZONTAL



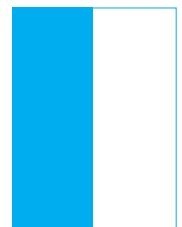
7.125" x 4.75"

1/2 ISLAND



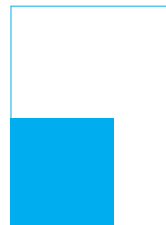
4.5" x 6.75"

1/2 VERTICAL



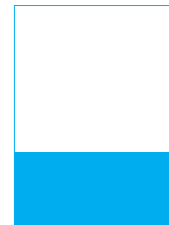
3.5" x 9.625"

1/3 BLOCK



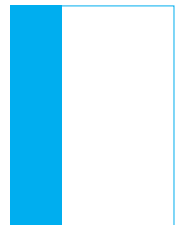
4.5" x 4.75"

1/3 HORIZONTAL



7.125" x 3.25"

1/3 VERTICAL



2.25" x 9.625"

2/3 HORIZONTAL



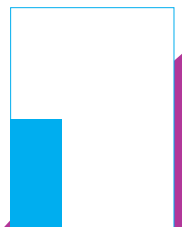
7.125" x 6.75"

2/3 VERTICAL



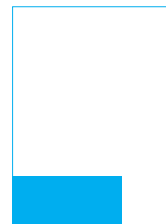
4.5" x 9.625"

1/6 VERTICAL



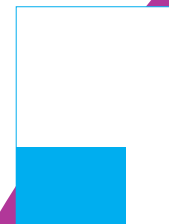
2.25" x 4.75"

1/6 HORIZONTAL



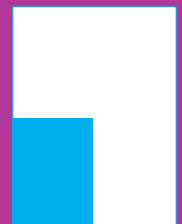
4.75" x 2.25"

1/4 HORIZONTAL



4.75" x 3.5"

1/4 VERTICAL



3.5" x 4.75"

** Illustrations are for visual example.
They are drawn to scale, but are not actual size.


DEADLINES

Advertising Information

800-Read-tow
(800-732-3869) ext. 213
Digital edition: itowman.com

ISSUE DATE	SPACE CLOSE	MATERIAL CLOSE	MAIL DATE
January	December 6	December 12	December 30
February	January 10	January 15	January 30
March	February 6	February 13	February 28
April	March 7	March 14	March 28
May	April 8	April 15	April 30
June	May 9	May 15	May 30
July	June 6	June 13	June 13
August	July 8	July 15	July 29
September	August 8	August 15	August 28
October	September 12	September 18	September 30
November	October 9	October 16	October 30
December	November 7	November 14	December 3

Why American Towman?

- American Towman is the true business-to-business magazine and audited by Alliance for Audited Media  to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.
- We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.
- With over 57,000 monthly visitors of which over 44,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

Advertising Sales

800-732-3869

Dennie Ortiz

ext. 213

dortiz@towman.com

*Commissions:

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are permitted. First time advertisers must pre-pay the initial month's ad. All classified rates are net.

AMERICAN TOWMAN



Exhibitors Advertising Specials

Advertising Specials for National & Regional Section

NATIONAL

Advertise in 3 or more consecutive issues:

Full Page color ad: **\$2730 per issue**
1/2 Page color ad: **\$1680 per issue**
1/3 Page color ad: **\$1230 per issue**
1/4 Page color ad: **\$945 per issue**
1/6 Page color ad: **\$680 per issue**

Advertise in one issue only:

Full Page color ad: **\$3385**
1/2 Page color ad: **\$1942**
1/3 Page color ad: **\$1560**
1/4 Page color ad: **\$1320**
1/6 Page color ad: **\$1062**

REGIONAL

Advertise in the region(s) of your choice, in 3 or more consecutive issues:

Full Page color ad: **\$995 per issue**
1/2 Page color ad: **\$585 per issue**
1/3 Page color ad: **\$475 per issue**

Advertise in one issue only:

Full Page color ad: **\$1410**
1/2 Page color ad: **\$810**
1/3 Page color ad: **\$655**



Add second region for additional discount

NATIONAL & REGIONAL

Your magazine ad in the DIGITAL EDITION is hyper-linked to your website and an email address

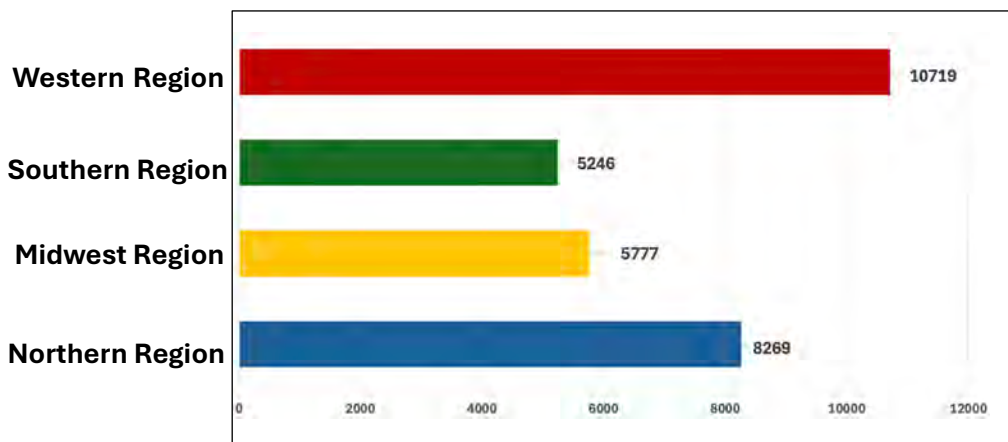
Regional Information

The last eight pages of the magazine are dedicated to one of four regions (see *Geographical Breakout* of regions).

Choose to rotate regions (to follow the shows) or even move from regional to national advertising; or any combination that works best.

Contact: Dennie Ortiz at
800-732-3869 X 213 or
Dortiz@towman.com

GEOGRAPHICAL BREAKOUT



Western Region: OK,TX,MT,ID,WY,CO,NM,AZ,UT,NV,AK,WA,OR,CA,HI, Mexico
Southern Region: NC, SC, GA, FL,TN, AL, MS, AR, LA
Midwest Region: OH,IN,IL,MI,WI,MN,IA,MO,ND,SD,NE,KS,KY, Canada
Northern Region: ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV,
US Territories & other International

Advertise on **TOW INDUSTRY WEEK**

the most recognized online magazine in the industry

57,000 Monthly views • Over 44,500 unique visits

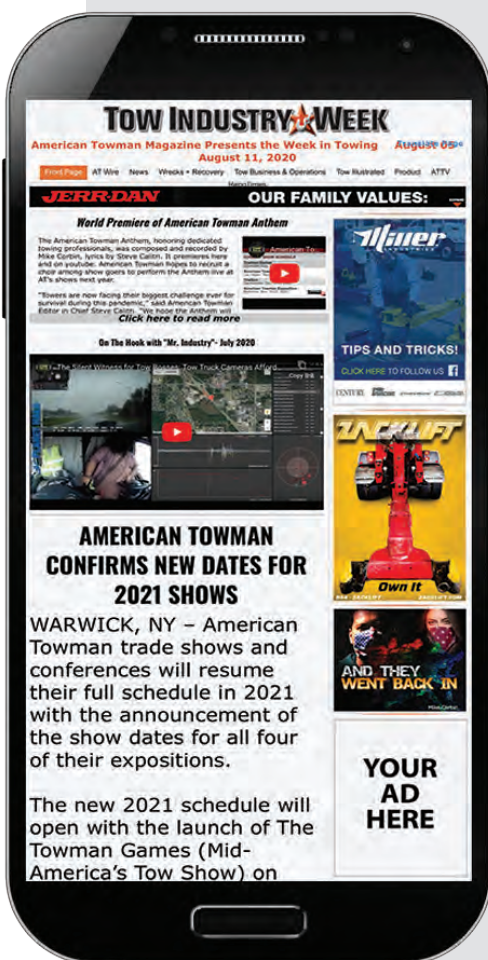
Horizontal Drop Down Banner

Regular rate

4 weeks: \$250 per week

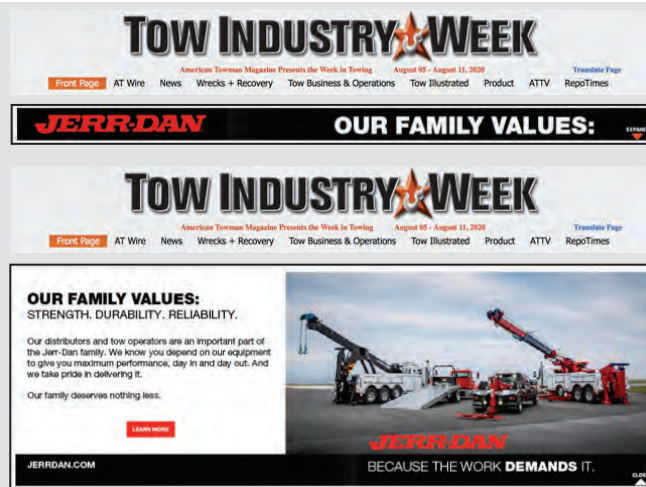
26 weeks: \$225 per week

52 weeks: \$200 per week



CLOSED

EXPANDED



Top Vertical Ad

Regular rate

4 weeks: \$175 per week 26 weeks: \$150 per week 52 weeks: \$125 per week

Bottom Vertical Ad

Regular rate

4 weeks: \$150 per week 26 weeks: \$125 per week 52 weeks: \$100 per week

Half Vertical Ad

Regular rate

4 weeks: \$105 per week 26 weeks: \$90 per week 52 weeks: \$75 per week

**American Towman
Magazine Advertisers
OR Expo Exhibitors**

**10% OFF
Regular Rates**

**American Towman
Magazine Advertisers
AND Expo Exhibitors**

**20% OFF
Regular Rates**

DIGITAL ADS CLICK THROUGH TO YOUR WEBSITE

**Call Dennie Ortiz at 800-732-3869 ext. 213
or email dortiz@towman.com to advertise**

TOW INDUSTRY & WEEK

Ad Banner Sizes & Specifications

