

Please select your advertisement preference(s):

Black and White

Ad Size	1x Rate	2x Rate	3x Rate
<input type="checkbox"/> 2-Page Spread	\$3300	\$3200	\$3100
<input type="checkbox"/> Full Page	\$2150	\$2050	\$1950
<input type="checkbox"/> 2/3 Page	\$1750	\$1650	\$1550
<input type="checkbox"/> 1/2 Page Island	\$1375	\$1275	\$1175
<input type="checkbox"/> 1/2 Page Horiz.	\$1275	\$1175	\$1075
<input type="checkbox"/> 1/4 Page Vert.	\$795	\$750	\$695
<input type="checkbox"/> 1/4 Page Horiz.	\$795	\$750	\$695
<input type="checkbox"/> 1/4 Page Banner	\$795	\$750	\$695

RATES ARE NET. Publication Trim Size: 8-3/8 by 10-7/8 inches.

Cover Positions (includes color)

Ad Size	1x Rate	2x Rate	3x Rate
<input type="checkbox"/> Outside Back	\$4350	\$4250	\$4150
<input type="checkbox"/> Inside Front	\$3700	\$3600	\$3500
<input type="checkbox"/> Inside Back	\$3700	\$3600	\$3500

Cover space available on a first-come, first-served basis and must be secured in writing, and therefore is non-cancelable.

Color Rates

- One Process Color \$550
- Four Process Color \$850
- Guaranteed Position:** Please add 15% of b&w rate.
- Advertising Agencies:** Please add your commission to these published rates, all rates are net.
- Poly-bagging and insert services available on request

Artwork

- Run existing materials for:**
- EDITION 1 EDITION 2 EDITION 3
- Run Ad In:**
- EDITION 1 EDITION 2 EDITION 3
- Sending New Art For:**
- EDITION 1 EDITION 2 EDITION 3

Ad Specs:

Full Page (Non-Bleed)	W. 7 x H. 9 1/2"
2/3 Page Vertical	W. 4 5/8 x H. 9 1/2"
1/2 Page Horizontal	W. 7 x H. 4 5/8"
1/2 Page Vertical	W. 4 5/8 x H. 7"
1/4 Page Banner	W. 7 x H. 2 1/8"
1/4 Page Horizontal	W. 4 5/8 x H. 3 3/8"
1/4 Page Vertical	W. 3 3/8 x H. 4 5/8"

REQUIREMENTS: 300 DPI minimum, embedded fonts, color converted to CMYK, press ready. Formats: PDF, EPS, TIF, and JPG - all high resolution.

ADVERTISERS: Please complete the sections below:

Company Name On Ad _____

Agency or Company to Bill _____

Contact _____

Address _____

City _____ State _____ Zip _____

Direct Phone # _____ Ext. _____

Email _____

Total Ad Cost

Ad (+ color) = Total \$ _____

Payment Information:

Terms of payment are due upon receipt of invoice.
Invoices will be emailed for each edition.
Add 2% per month interest on accounts over 30 days.

Send Payment to:

MindShare Strategies, 9382 Oak Ave., Waconia, MN 55387 USA

Advertiser Signature (electronic or traditional)

Date

> **Email This Order to Carleen@WomenInTrucking.org**

2019 Deadlines:	Edition 1	Edition 2	Edition 3
Ad Close Date	Jan. 30	May 31	Aug. 16
Ad Files/Materials	Feb. 8	June 14	Aug. 30
Publish Date	Mar. 20	July 24	Nov. 1

NOTES:

Questions? Call Carleen Herndon at 615-696-1870

> Visit Our Website & Download a Media Kit