



Toyota Trails

The Official Publication of the Toyota Land Cruiser Association

RATE CARD (effective 01/01/2008)

Print run 5,500

Effective controlled circulation 5,500

Distribution: to Members 3,500

to Businesses and Events 2,000

1,000 used for promotion, sale of back issues, etc.

Chris Hatfield
Advertising Sales Manager

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USA

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Frequency	1x	3x	6x
Full page b/w	\$950	\$900	\$850
Full page color	\$1,075	\$1,025	\$950
Back Cover in color	\$1,400	*	*
Inside Front Cover in color	\$1,250	\$1,225	\$1,200
Inside Back Cover color	\$1,200	\$1,125	\$1,050
1/2 page color	\$575	\$525	\$485
1/2 page b/w	\$475	\$435	\$410
1/4 page color	\$320	\$290	\$260
1/4 page b/w	\$270	\$240	\$215
1/8 page color	\$200	\$170	\$140
1/8 page b/w	\$175	\$145	\$125

Specs

- The best way of submitting your ad is to make it a 300 pixel per inch, CMYK or grayscale TIF file. There will be little chance for "surprises" if you submit your file this way. This is the preferred way to submit an ad. Other options are listed below.
- Color ads must arrive with a color proof; B/W ads with a laser proof.
- Toyota Trails can assist you with the production of your ad at an hourly fee of \$60.
- If you have production questions, feel free to contact Charlie Covington at Stabilimenta Design at 828.242.0331 or by email at charlie@stabilimenta.com

**All images should be at 300 ppi and in CMYK color mode.
Save as TIF, Photoshop, PDF or EPS. NO JPEGs!**

If you're using Windows:

- ▶ **and QuarkXPress or InDesign**
 - Create a PDF (see PDF notes).
 - If you cannot make a PDF, you may submit a native InDesign or Quark file, but you cannot use any fonts for which there are not EXACT Mac equivalents, meaning you are limited to basic Adobe Type 1 fonts such as Times and Helvetica. Toyota Trails is created on a Macintosh platform and we have no way of loading Windows fonts onto our system, so sending your fonts does us no-good.
- ▶ **Adobe Illustrator**
 - All linked images should be embedded in the layout.
 - All placed images must be either CMYK or grayscale. RGB files will not color separate and cannot be used.
 - All placed images should be 300 pixels per inch.
 - Convert all type to outlines, save file as an EPS or AI format.
- ▶ **Adobe Photoshop/PhotoPaint/ bitmap editors**
 - Color mode must be grayscale or CMYK format. RGB files will not color separate and cannot be used.
 - Images should be 300 pixels per inch.
 - Save as PSD, TIF or EPS.
- ▶ **MS Publisher, MS Word, WordPerfect**
 - These are not acceptable formats. You will have to either make a PDF from these files, or redo you ad in another program.

If you're using a Macintosh:

- ▶ **and QuarkXPress or InDesign**
 - Create a PDF with ALL FONTS EMBEDDED and IMAGES AS HIGH-RESOLUTION, with NO COMPRESSION.
- ▶ **Adobe Illustrator**
 - see Windows section.
- ▶ **Adobe Photoshop or other bitmap editors**
 - see Windows section.
- ▶ **MS Publisher, MS Word, WordPerfect**
 - see Windows section.
- ▶ **Freehand, Corel Draw or other vector drawing programs**
 - convert all type to outlines
 - save as an EPS or AI format

If you're making a PDF from any program:

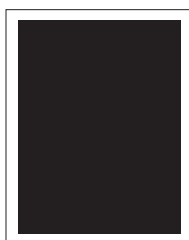
- Create a PDF with ALL FONTS EMBEDDED and IMAGES AS HIGH-RESOLUTION (no resampling or compression),
- Try opening and printing the PDF from a different computer than the one that you created it on to test for problems

If you're going to email us your files:

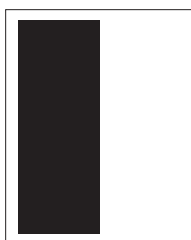
- Create an archive using something like WinZip, PKZip or Stuffit first. This greatly decreases the chance the files will become corrupted through their routing through mail servers on the internet.



full page with bleed:
width= 8.5"
height= 11.125"



full page non-bleed:
width= 7.417"
height= 9.778"



half page vertical:
width= 3.625"
height= 9.778"



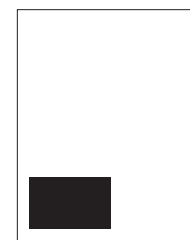
half page horizontal:
width= 7.417"
height= 4.806"



quarter page vertical:
width= 3.625"
height= 4.806"



quarter page horizontal:
width= 7.417"
height= 2.319"



eighth page:
width= 3.625"
height= 2.319"



Toyota Trails

Year 2008 Advertising Agreement

Date _____

Name of Business _____

Contact Person _____

Street _____

City, State and Zip _____

Telephone _____ Fax _____

Email address _____

Frequency, Size and Rate _____

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2008 Issue	Reservation Due	Artwork Due	Additional Info
<input type="checkbox"/> January/February	November 10	November 20	_____
<input type="checkbox"/> March/April	January 10	January 20	_____
<input type="checkbox"/> May/June	March 10	March 20	_____
<input type="checkbox"/> July/August	May 10	May 20	_____
<input type="checkbox"/> September/October	July 10	July 20	_____
<input type="checkbox"/> November/December	September 10	September 20	_____

Terms: Advance payment is required for first time advertisers. 30 days net thereafter. All past due accounts will be charged a \$25.00 late fee.

Advertiser Business Membership Program: Commitment to a full-year of half page or larger print advertisement in Toyota Trails entitles the advertiser to a complimentary full-year TLCA Business membership (\$100 value). TLCA Business Membership includes a listing in Toyota Trails and access to the Business Member forum on the TLCA website, www.tlca.org. Early termination of a full-year advertising contract will result in a charge to the advertiser of the \$100 Business Membership fee.

Cancellation Policy: If a contract is cancelled prior to completion, the advertiser will be billed retroactively for the difference between the discounted price and the 1x rate of the ads placed.

Changes: Advertisers on contract may change their ads as frequently as they desire. It is the advertisers responsibility to inform us of changes and submit new ads by the above due dates.

Mechanical Requirements: It is the advertisers responsibility to submit ads according to our sizes and mechanical requirements. Unless other arrangements are made with Toyota Trails, ads must arrive as **digital files with hard copy as proof**. If ad prints in color, submit any kind of color proof along with the digital file. The client will be charged at any hourly rate of \$60 for ads requiring adjustments to meet specifications .

If you require assistance with designing/production of an ad, please contact Charlie Covington of Stabilimenta Design directly at 828.242.0331 or Todd Kaderabek at 828.251.0412.

Signature _____

Please fax signed copy to 303.805.4409