



Oregon Trucking Associations, Inc.

**2008 Advisor**  
quarterly magazine

# Display Advertising Rates & Specifications



Are you interested in reaching the trucking industry with your marketing efforts? The Oregon Trucking Associations (OTA) is a statewide non-profit organization composed of trucking carriers and associated allies. The quarterly *Oregon Truck Advisor* keeps members and industry associates up-to-date on the latest trucking news and events.

## PUBLICATION SPECS

**Trim Size:** 8.5" x 11"      **Circulation:** 1,300  
**Binding:** Saddle Stitch      **Published:** Quarterly

**Inside Covers\***  
Full page\*  
**7.5" x 10.5"**

\*Covers & full pages may bleed  
Trim: 8.5 x 11  
Bleed: 1/8": 8.75 x 11.25  
Live area: 8 x 10.5  
If a bleed is intended, indicate with crop marks.

**Back Cover\***  
**7.5 x 7.5**

\*Back Cover ads may bleed  
Trim: 8.5 x 8  
Bleed: 1/8": 8.75 x 8.25  
Live area: 8 x 7.75  
If a bleed is intended, indicate with crop marks.

**1/3 Sq.**  
**4.9375 x 4.75**

**1/2 Horiz.**  
**7.5 x 4.75**

**1/6 Horiz.**  
**4.9375 x 2.25**

**1/4 Horiz.**  
**7.5 x 2.25**

## POSITIONS AVAILABLE

Pricing cost per insertion	Color 4-color or b/w	Member		Non-Member	
		1x	4x	1x	4x
<b>Back Cover</b>	4c	\$ 1230	\$ 1090	\$ 1535	\$ 1355
<b>Inside Covers</b>	b/w	\$ 895	\$ 785	\$ 1115	\$ 905
<b>Full page</b>	4c	\$ 1015	\$ 905	\$ 1225	\$ 1120
<b>Full page</b>	b/w	\$ 650	\$ 535	\$ 800	\$ 665
<b>1/2 page</b>	b/w	\$ 375	\$ 300	\$ 450	\$ 375
<b>1/3 page</b>	b/w	\$ 270	\$ 225	\$ 330	\$ 270
<b>1/4 page</b>	b/w	\$ 270	\$ 225	\$ 330	\$ 270
<b>1/6 page</b>	b/w	\$ 200	\$ 165	\$ 240	\$ 200

Full page 4-color ads are subject to availability.  
Guaranteed placements (other than covers) are subject to a 15% premium.

## 2008 AD DEADLINES

Issue	Ad space & Copy
Winter 07-08	<b>Jan 25</b>
Spring 08	<b>May 16</b>
Summer 08	<b>July 11</b>
Fall 08	<b>Aug 27</b>
Winter 08-09	<b>Nov 20</b>
Spring 09	<b>Feb 20</b>

## HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: [ads@llm.com](mailto:ads@llm.com)  
Or send: **on CD** • ftp upload: [llm.com/upload.html](http://llm.com/upload.html)

- Name files clearly, indicating your company name and publication. For example OTA\_Fall08\_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site. Email ads@llm.com for details.
- Email us for more detailed specifications.

*Need us to help create an ad for you? Need help making a PDF file?*  
LLM can help! Contact your sales rep or email ads@llm.com.

**Questions? Contact your sales rep or email ads@llm.com.**

## TO ADVERTISE

PLEASE CONTACT:

**SARAH DUNLAP**  
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OR:  
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