

TODAY'S TIRE INDUSTRY

advertising planner and agreement

TODAY'S TIRE INDUSTRY, published six times annually by the Tire Industry Association (TIA), is the educational resource for tire dealers, retreaders and rubber recyclers. It gives you – the advertiser – direct access to thousands of proven decision makers, and at discounted rates.

“Reaching four markets through a single publication quadruples the value of your media dollars.”

TODAY'S TIRE INDUSTRY features the latest news and information influencing the four major markets in the tire industry:

TIRE RETAILING

Decision makers in the retail tire and automotive service markets value this segment of Today's Tire Industry for the information and insights it provides that can increase profitability, train employees and keep the reader abreast of industry trends. Topics include tire industry products and improving marketing strategies, as well as legal and legislative issues.

COMMERCIAL TIRE SERVICE

A primary element of TIA's hugely successful Commercial Tire Service Training and Certification Program, this segment of Today's Tire Industry is the vehicle for providing tire dealers and their personnel a constant source of information about truck tire and wheel service. Each issue features step-by-step service procedures and safety guidelines for commercial tire service professionals, as well as the latest tools and equipment for the industry.

BONUS DISTRIBUTION: Companies advertising in this section of Today's Tire Industry will receive a **free** black & white ad of the same size in two successive issues of TIA's Commercial Tire Service Today, a publication sent to over 5,000 Certified Tire Service technicians and instructors each month.

TIRE RETREADING & REPAIRING

This specialized section of Today's Tire Industry carries on the “Retreader's Journal” tradition recognized for over 40 years. It is specifically targeted to tire retreaders, repairers and their employees; retread and repair material sales personnel; equipment sales people; and others whose activities involve the tire and transportation industries. Subjects include tire retread and repair techniques, equipment and tool innovations, and materials for retreading and repairing. Quality products, cost effectiveness, employee knowledge and production efficiency are regular featured topics.

TIRE & RUBBER RECYCLING

Improving the public's knowledge of tire and rubber recycling and the important contribution it makes to the economy and the environment is a major objective of Today's Tire Industry. Features highlight new businesses in the industry; purchasing guidelines for items with recycled rubber content; and government action at local, state and federal levels. Innovation and advances in materials handling techniques, equipment and technology take top billing along with information about educational, training and networking opportunities.

“Getting your marketing message to the qualified buyers in the tire, rubber and recycling industries just got easier – and more affordable!”

1532 Pointer Ridge Place
Suite E
Bowie, Maryland
20716-1883

800.876.8372
301.430.7280
301.430.7283 Fax



TODAY'S TIRE INDUSTRY

The discount program for frequent advertisers allows you to customize your advertising selections. The more you advertise, the better the rate. **TODAY'S TIRE INDUSTRY** is the best source for reaching all of your potential customers in the tire, retreading and repairing, and rubber recycling industries.

Black & White

Member Advertising Rate Card

Page Size	1x	3x	6x
Full	\$760	\$685	\$620
Half/Island	\$480	\$430	\$390
Half/Horizontal	\$480	\$430	\$390
Half/Vertical	\$480	\$430	\$390
Third	\$400	\$360	\$325
Quarter	\$320	\$290	\$260

- Additional charge of \$150 per color.
- Additional charge for bleed ads is 20 percent of the page rate.
- TIA non-member advertisers add 20 percent.

4-Color Cover*

Member Advertising Rate Card

Cover	1x	3x	6x
Full-Inside	\$1,550	\$1,450	\$1,350
Full-Outside	\$2,025	\$1,890	\$1,770

- * Only full-page, 4-color ads accepted for inside front, inside back or outside back cover positions. Ads must bleed.
- TIA non-member advertisers add 20 percent.

AD SIZES

Ad dimensions are shown width x height.

Full Page with Bleed: set document trim size to 7 ⁷/₈" x 10 ³/₄" and extend bleed ¹/₈" beyond all edges of the page (8 ¹/₈" x 11")

Full Page without Bleed: 7" x 10"

Half Page Island: 4 ⁹/₁₆" x 7 ¹/₂"

Half Page Horizontal: 7" x 4 ⁷/₈"

Half Page Vertical: 3 ³/₈" x 10"

Third Page Square: 4 ⁹/₁₆" x 4 ⁷/₈"

Quarter Page Square: 3 ³/₈" x 4 ⁷/₈"

CONTACT INFORMATION

LaKisha Pindell
 Director of Advertising
 800.876.8372
 301.430.7280
 301.430.7283 Fax
 lpindell@tireindustry.org

COVER POSITIONS

Current cover advertisers have the right of first refusal. Contact TIA for availability.

MECHANICAL SPECIFICATIONS

Provide artwork on disk (Macintosh/QuarkXPress). Include screen and printer fonts and supporting image files (300 dpi). Files may also be e-mailed in tif, eps, jpg or pdf file format. Save images and files in CMYK mode.

Film should be negative, right reading, emulsion side down. Submit at 150 line screen for color ads and 133 line screen for black and white ads. If providing film for a 4-color ad, build out of 4-color process and include a color proof.

ARTWORK

The publisher does not accept responsibility for loss or damage to artwork. The cost of artwork, logos, typesetting, photographs, etc. is not included in the price of advertisement placement. An hourly rate applies if these services are needed.

DISPLAY AD CANCELLATIONS

Cancellations must be received on or before the 1st of the month preceding publication date (for example, January/February cancellation must be received by December 1).

Cancellations of cover positions must be received 60 days prior to date of publication.

Advertisers or their agents will be responsible for payment, even if copy is not received by the publisher in time for printing.

CLASSIFIED ADVERTISING

Classified ads in the Tire Retreading & Repairing section are accepted for used equipment and casings.

- Member: Ads received from retreaders run one time free of charge annually. Each additional insertion is \$5 per line.
- Member: Ads from professional equipment and casing dealers are \$10 per line.
- Non-member: Each insertion is \$15 per line.

Classified ads for all other market sections are accepted for equipment, products and services.

- Member: Each insertion is \$5 per line.
- Non-member: Each insertion is \$15 per line.

Display-style classified ads (minimum size one column inch):

- Member: Each insertion is \$150/column inch.
- Non-member: Each insertion is \$200/column inch.

General guidelines:

- Text ads should be 10 lines or less.
- Ads are subject to space availability. TIA reserves the right to edit as necessary.
- Additional fee applies for typesetting and design.
- Ads run once unless otherwise specified.

BONUS DISTRIBUTION: As an added bonus, all classified and display-style ads are posted on TIA's website, www.tireindustry.org, at no additional charge to the advertiser.

TODAY'S TIRE INDUSTRY DISPLAY ADVERTISING AGREEMENT



Company _____
 Contact Name _____
 Address _____
 City _____ State _____ Zip+4 _____
 Country (other than U.S.) _____ Postal Code _____
 Phone _____ Fax _____
 E-mail _____
 Website _____

Ad Size	<input type="checkbox"/> Cover	<input type="checkbox"/> Full	<input type="checkbox"/> Half/Island	<input type="checkbox"/> Half/Horizontal	<input type="checkbox"/> Half/Vertical	<input type="checkbox"/> Third	<input type="checkbox"/> Quarter
Color	<input type="checkbox"/> Black & white	<input type="checkbox"/> 2-color	<input type="checkbox"/> 3-color	<input type="checkbox"/> 4-color	<input type="checkbox"/> Bleed	<input type="checkbox"/> Specify PMS colors for 2-color and 3-color ads _____	

PLEASE SELECT INSERTION DATES AND THE SECTION OF TODAY'S TIRE INDUSTRY IN WHICH YOU WISH YOUR AD TO APPEAR. PROVIDE ADDITIONAL INSERTION DETAILS ON REVERSE.								
Tire Retailing	2004	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	Cost
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
	2005	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Commercial Tire Service	2004	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
	2005	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Tire Retreading & Repairing	2004	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
	2005	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Tire & Rubber Recycling	2004	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
	2005	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

- Ad rates are not commissionable.
- Terms: Net 30 days from date of invoice.
- Advertising must meet FTC Tire Advertising guidelines.
- TIA reserves the right to lawfully refuse advertising that comes in direct conflict with any TIA functions, events and/or programs.
- Copy is subject to the approval of TIA.
- The advertiser agrees to indemnify and protect TIA from any claims or expenses resulting from unauthorized use of any name, photograph, sketch or words protected by copyright to registered trade marks, labels, etc. in connection with the advertising.

MasterCard Visa Amex **Total Insertions** _____ **Total Cost \$** _____
 Credit Card # _____ Exp. Date _____
 Signature _____ Date _____

Contact Information Tire Industry Association Attn: LaKisha Pindell 1532 Pointer Ridge Place, Suite E Bowie, MD 20716-1883 USA	Phone 800.876.8372 Phone 301.430.7280 Fax 301.430.7283 E-mail lpindell@tireindustry.org Website www.tireindustry.org	Ad Material Shipping Address Tire Industry Association Attn: LaKisha Pindell 1532 Pointer Ridge Place, Suite E Bowie, MD 20716-1883 USA
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