

TODAY'S

# TIRE INDUSTRY

## ADVERTISING PLANNER AND AGREEMENT



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

**TODAY'S TIRE INDUSTRY**, published four 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, if you are a TIA member, you will receive discounted rates.

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

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**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 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. Tire retailing 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, Today's Tire Industry provides commercial tire dealers and their personnel a constant source of information about commercial 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 every other month.

### **TIRE RETREADING & REPAIRING**

Today's Tire Industry carries on the "Retreader's Journal" tradition recognized for over 40 years. Anyone in the tire retreading & repairing segment will find valuable information in every issue, including 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 regularly featured topics.

### **TIRE & RUBBER RECYCLING**

Today's Tire Industry also highlights tire and rubber recycling and the important contribution it makes to the economy and the environment. Features include items such as 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 material 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!**

### Black & White Member Advertising Rate Card

Page Size	1x	2x	4x
Full	\$798	\$719	\$651
Half/Island	\$504	\$452	\$410
Half/Horizontal	\$504	\$452	\$410
Half/Vertical	\$504	\$452	\$410
Third	\$420	\$378	\$341
Quarter	\$336	\$305	\$273

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

### 4-Color Cover\* Member Advertising Rate Card

Cover	1x	2x	4x
Full-Inside	\$1,628	\$1,523	\$1,418
Full-Outside	\$2,126	\$1,985	\$1,859

\* 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%.

#### AD SIZES

Ad dimensions are shown width x height.

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

**Full Page without Bleed:** 7" x 10"

**Half Page Island:** 4  $\frac{9}{16}$ " x 7  $\frac{1}{2}$ "

**Half Page Horizontal:** 7" x 4  $\frac{7}{8}$ "

**Half Page Vertical:** 3  $\frac{3}{8}$ " x 10"

**Third Page Square:** 4  $\frac{9}{16}$ " x 4  $\frac{7}{8}$ "

**Quarter Page Square:** 3  $\frac{3}{8}$ " x 4  $\frac{7}{8}$ "

#### CONTACT INFORMATION

LaKisha Pindell  
Director of Advertising  
800.876.8372, ext. 104  
301.430.7280, ext. 104  
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.

#### 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.

#### AD CLOSING DATES

Ad copy deadline is the first day of the month preceding the month of the issue (i.e. December 1 for Winter issue).

- Winter Issue: January - March
- Spring Issue: April - June
- Summer Issue: July - September
- Fall Issue: October - December

#### DISPLAY AD CANCELLATIONS

Cancellations must be received on or before the 1st of the month preceding publication date (Winter: December 1; Spring: March 1; Summer: June 1; Fall: September 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.

# TODAY'S TIRE INDUSTRY DISPLAY ADVERTISING AGREEMENT



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

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

<b>Ad Size</b>	<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
<b>Color</b>	<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.						
<b>Tire Retailing</b>	20____	Winter	Spring	Summer	Fall	Cost \$_____
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20____	Winter	Spring	Summer	Fall	\$_____	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>Commercial Tire Service</b>	20____	Winter	Spring	Summer	Fall	\$_____
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20____	Winter	Spring	Summer	Fall	\$_____	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>Tire Retreading &amp; Repairing</b>	20____	Winter	Spring	Summer	Fall	\$_____
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20____	Winter	Spring	Summer	Fall	\$_____	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>Tire &amp; Rubber Recycling</b>	20____	Winter	Spring	Summer	Fall	\$_____
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20____	Winter	Spring	Summer	Fall	\$_____	
	<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 any advertising.
- 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.

Check (Make payable to TIA)    MasterCard    Visa    Amex   **Total Insertions** \_\_\_\_\_   **Total Cost \$** \_\_\_\_\_  
 Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**Contact Information:**

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