

TODAY'S **Tire Industry**

*Special Advertising
Opportunity*

**RESERVE
YOUR
SPACE
TODAY!**



Summer 2021 issue of *Today's Tire Industry* *A Keepsake Commemorative Issue on TIA's 100th Anniversary*

Entire issue dedicated to the history of the Tire Industry Association.

Stories include:

- History of National Tire Dealers Association to today
- History of Central States Retreaders Association to today
- Government affairs efforts that made a difference
- History of association's training programs
- Timeline of important association milestones
- Interviews with past association executive directors

Be a part of this keepsake issue by placing a congratulatory advertisement saluting TIA on its 100th anniversary.

Publishes September/early October.

AD RESERVATION DEADLINE: AUG. 2 • AD MATERIALS DEADLINE: SEPT. 1

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY (OTHER THAN U.S.) _____ POSTAL CODE _____

PHONE _____ E-MAIL _____

CHECK (MAKE PAYABLE TO TIA) MASTERCARD VISA AMEX

TOTAL COST \$ _____

CREDIT CARD # _____ EXP. DATE _____

SIGNATURE _____ DATE _____

CHECKING THIS BOX REPRESENTS MY ELECTRONIC SIGNATURE AND PAYMENT AUTHORIZATION.

CONTACT INFORMATION:

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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: 6 3/4" x 9 3/4"

Half Page Horizontal: 6 3/4" x 4 3/4"

Half Page Vertical: 3 1/4" x 9 3/4"

Quarter Page Vertical: 3 1/4" x 4 3/4"

SPECIAL AD RATES

- Full Page:** \$1,300
- Half Page Horizontal:** \$1,000
- Half Page Vertical:** \$1,000
- Quarter Page Vertical:** \$500

ADVERTISING ARTWORK

A full color print quality pdf is the preferred file format for ad submissions.



Celebrating the Past - Looking to the Future