

Refrigerated Transporter®

2018 PRINT ADVERTISING RATES

SIZE	BLACK & WHITE	4-COLOR
1 Page	\$3,220	\$3,900
1/2 Page	\$2,030	\$2,550
1/3 Page	\$1,410	\$1,830
1/4 Page	\$1,100	\$1,440

COLOR RATES

2-Color \$230 additional per page

CLASSIFIED ADVERTISING

\$90 per column inch One inch minimum. All classified rates are net. After first inch, advertising is billed in 1/2 inch increments.

INSERTS

Contact your Sales Representative for rates, production specifications, and shipping instructions.

Issue and Closing Dates

Food Fleet Source issue:

Includes: LTL Routing Guide, Gross Revenue Report, and Reefer Repair Facility Directory
Spring 2018

Space: April 13, 2018

Materials: April 27, 2017

Buyer's Guide issue:

Fall 2018

Space: Oct 16, 2018

Materials: Oct 29, 2018

Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

Agency Commission

15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

Short Rate Protection

Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

SRDS Classification Number 96
Effective December 2017



Contact information

Send all advertising contracts, insertion orders, materials, and correspondence to:
Ray Anderson
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