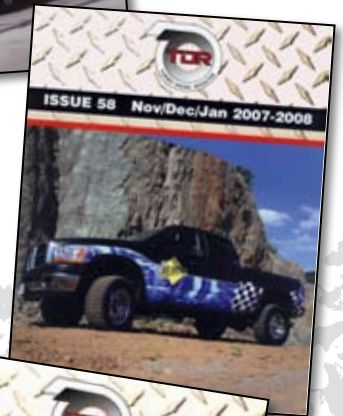


TDR

2009

Advertising Rates
and Information



Print Advertising

Advertising Deadlines

Issue	Deadline	Distribution
Issue 64	03/02/09	mid-May
Issue 65	06/01/09	mid-August
Issue 66	09/01/09	mid-November
Issue 67	12/01/09	mid-February

Advertising Format/Submissions

The **TURBO DIESEL REGISTER** does not provide ad design service. All advertisements should be submitted in an electronic format as they are to appear in the magazine. Include a print copy with the electronic file. Note that the TDR can accommodate most electronic file formats.

Ad Changes/Revisions

Due to the potential for error, marked-up advertisements, faxed copies, and written instructions for changes to an advertisement cannot be accepted. All revised advertisements should be re-submitted in an electronic format as they are to appear.

Advertising Rates (Per Issue)

When submitting an advertisement for print, reference the Issue number in which you wish the ad to appear. Also, include the page size you are reserving (business card size, 1/4 page, 1/2 page, full-page):

Full Page (four color)	\$1,650.00
1/2 Page (four color)	\$850.00
1/4 Page (four color)	\$450.00
Business Card Rate (four color)	\$225.00

All electronic files and print copies should be sent to:
(please include the issue number the ad is to appear in)

Turbo Diesel Register

Attention: Advertising Department
1150 Samples Industrial Drive
Cumming, GA 30041

Mech Requirements

Submitting Ads:

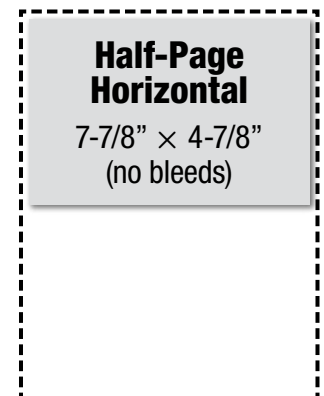
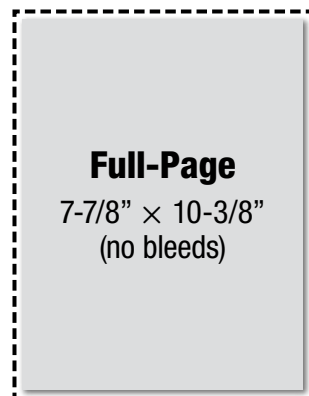
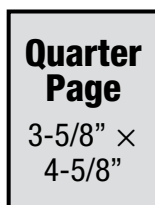
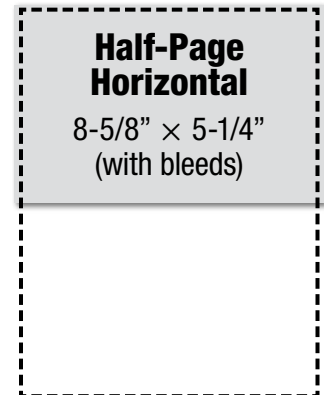
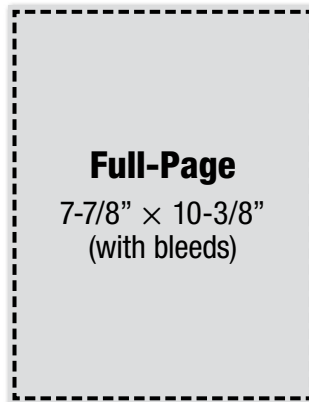
- ☛ The publication is produced on the Macintosh platform using Adobe InDesign.
- ☛ Include ALL screen and printer fonts with your ad layout or convert all fonts to outline form. (Include those used by embedded graphics in illustration programs, unless converted to outlines.) Ads produced in a program other than InDesign or on a PC will need to be saved as a PDF file before submitting to us. When submitting as a PDF be sure to include all Marks and Bleeds in the file.
- ☛ CMYK is the only accepted mode for full color advertisements. Convert all artwork from RGB mode to CMYK. DO NOT use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- ☛ If ad is 2 color, then produce your art files as black ink and a spot color. The spot color used is PMS 485 Red.
- ☛ Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- ☛ To ensure proper output, a color proof should be supplied with your advertisement.

Ad Sizes:

Trim size of TDR is 8-3/8" × 10-7/8"

Bleeds:

Bleeds must extend at least 1/8-inch beyond the trim area. This is built into the dimensions above. Please keep vital matter at least 1/2-inch within trim area.



Website Advertising

www.turbodieselregister.com

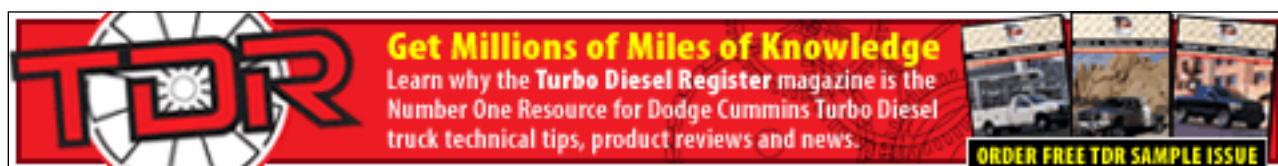
The **TURBO DIESEL REGISTER** website offers rotating banners which feature your company's artwork. Appearing on every page of the site, your banner will automatically alternate with the other participating advertisers. When your banner is "clicked," the viewer will automatically be transferred to your home page.

Banner Ad Rates

Rotating Banner (three months): \$300.00 (\$100.00 per month)

Three web links are free for all current TDR advertisers

Banner ad measures: 468 × 60 pixels.
Maximum file size is 100k.



Payment

First-time advertisers: Payment is due upon placement of insertion order. Payment may be made by check, money order, VISA, Mastercard, American Express or Discover.

Returning print advertisers: Payment is due upon distribution of the **TURBO DIESEL REGISTER** magazine. Payments must be received within 30 days of receipt of invoice. Orders for new advertisements will not be accepted until payment for all previous advertisements have been received.

Returning website advertisers: Payment must be received within 30 days of receipt of invoice.

The **TURBO DIESEL REGISTER** reserves the right to edit all material submitted for print.

If you have any questions or concerns regarding this information, contact:

Brandon Parks
Advertising Director

Phone: 770-886-8877 (8:00 a.m. – 5:00 p.m. EST)

E-mail: bwparks@ix.netcom.com

September 2008

TDR
TURBO DIESEL REGISTER