

# Caltrux



THE OFFICIAL PUBLICATION OF THE CALIFORNIA TRUCKING ASSOCIATION



## 2017 Media Information

**BEACH**  
PUBLISHING  
SERVICES



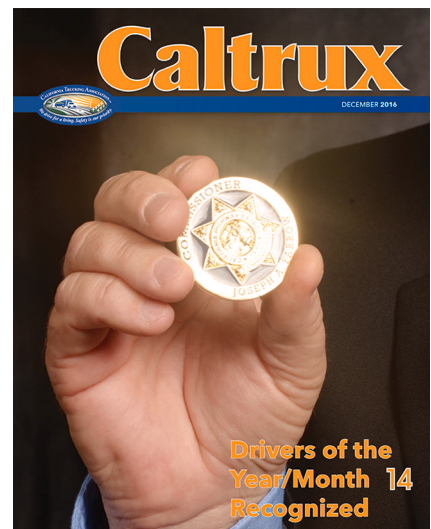
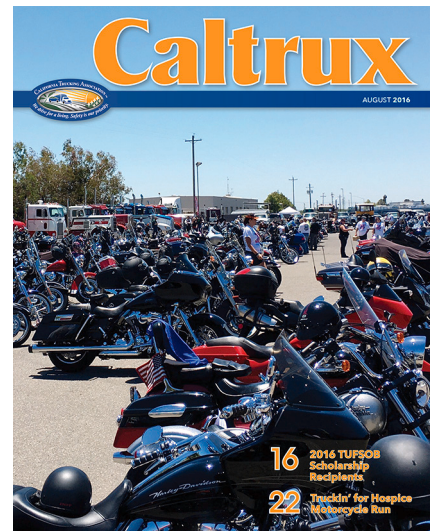
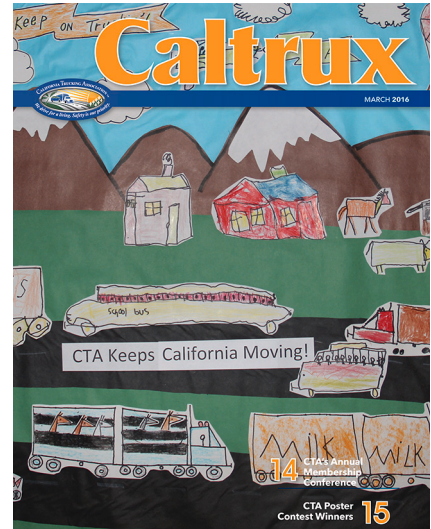
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## 2017 Editorial Calendar

<b>January</b>	<b>Pre Coverage of Annual Membership Conference</b>
<b>February</b>	<b>Annual Membership Conference Coverage, Including CTA Poster Contest Winners</b>
<b>March</b>	<b>More AMC coverage</b>
<b>April</b>	<b>CTA News and Events</b>
<b>May</b>	<b>Fleet Safety Awards</b>
<b>June</b>	<b>California Truck Driving Championships</b>
<b>July</b>	<b>Truckin' for Hospice Fundraiser</b>
<b>August</b>	<b>TUFSOB Scholarship recipients</b>
<b>September</b>	<b>California Trucking Day CTA Truck Driver Appreciation Events</b>
<b>October</b>	<b>CTA Unit Fundraisers coverage</b>
<b>November</b>	<b>Truckers Rally for Kids</b>
<b>December</b>	<b>Drivers of the Month/Year</b>





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## 2017 ADVERTISING RATES

Caltrux is published monthly for members of the California Trucking Association. Each issue contains editorial by and about association leaders and technical experts, state and national news including regulatory changes, legislation, safety, insurance, economic development and other information vital to executive and management personnel in the trucking industry.

More than 7,000 trucking company owners and top-level executives read Caltrux. Our research shows that nearly every subscribed copy is routed to other company executives and managers.

These men and women are the primary decision-makers of California's trucking industry and responsible for the purchasing decisions for CTA member firms.

### NET ADVERTISING RATES

CTA Members receive a 10% discount on all rates

FULL-COLOR RATES	SIZE (w x l in inches)	1X	3X	6X	12X
Double-Page Spread	16 x 9.5	\$3,150	\$3,050	\$2,950	\$2,750
Outside Back Cover	8.75 x 1.25	\$2,225	\$2,075	\$1,925	\$1,725
Inside front or back cover	7.5 x 9.5	\$1,600	\$1,550	\$1,505	\$1,430
Full page	7.5 x 9.5	\$1,300	\$1,250	\$1,200	\$1,125
2/3 page	7.5 x 6.25 or 3.825 x 9.5	\$1,150	\$1,110	\$1,070	\$1,010
1/2 page	4.75 x 7 or 7.5 x 4.5	\$1,080	\$1,045	\$1,010	\$960
1/3 page	7.5 x 3.25 or 2.5 x 9.5	\$1,025	\$995	\$965	\$925
1/4 page	7.5 x 2.5	\$850	\$820	\$790	\$740
1/6 page	4.75 x 2.5	\$750	\$735	\$720	\$695
1/8 page	3.5 x 2.5	\$600	\$590	\$580	\$565

BLACK-AND-WHITE RATES	SIZE (in inches)	1x	3x	6x	12x
Full page	7.5 x 9.5	\$1,000	\$990	\$900	\$890
2/3 page	7.5 x 6.25 or 3.825 x 9.5	\$880	\$840	\$800	\$760
1/2 page	4.75 x 7 or 7.5 x 4.5	\$785	\$755	\$710	\$675
1/3 page	7.5 x 3.25 or 2.5 x 9.5	\$745	\$715	\$671	\$640
1/4 page	7.5 x 2.5	\$515	\$475	\$440	\$405
1/6 page	4.75 x 2.5	\$400	\$385	\$368	\$350
1/8 page	3.5 x 2.5	\$260	\$245	\$235	\$210

CLASSIFIED RATES	Members	Non-Members
	\$50 minimum	\$75.00 minimum

Classifieds are \$10 per line for members, \$15 per line for non-members. Minimum rate includes 5 lines (approx. 55 characters). Five categories: Employment Opportunities, For Sale or Lease, Property, Wanted and Services. Email your classified to [jim@beachpublish.com](mailto:jim@beachpublish.com).

**MECHANICAL SPECS:** Trim size = 8.5 x 11. Bleed = 8.75 x 11.25. Live matter = 7.5 x 9.5. We prefer to receive your ad as a press-quality Adobe PDF file with all associated fonts and images embedded. PDF files must use images that are 300 dpi b/w or CMYK, if color, and embed all fonts (postscript only). Adobe Illustrator EPS files are also acceptable and must include all used fonts and images. You may also send your ad as a high-resolution (300 dpi) JPEG or TIFF file. Files in other formats may be subject to hourly production charges or may be unusable.

Submit your ads via email to the address below, but you may also submit them on flash drives, or DVD disks to Beach Publishing Services, 617 Manzanita Ave., Roseville, CA 95678. If you prefer to submit your ad via the publisher's FTP site, email the publisher at [jim@beachpublish.com](mailto:jim@beachpublish.com) for instructions on accessing the site.

Ads must be sized to scale based on size requirements. You may also submit a color proof to ensure color accuracy when printing. For further details, contact the publisher.

To reach this exclusive and expanding audience with your corporate message, contact Jim Beach, publisher, at 916.782.4246 or [jim@beachpublish.com](mailto:jim@beachpublish.com)

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# Caltrux

## ADVERTISING CONTRACT

Contract Number: \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser (name of company or product being advertised) \_\_\_\_\_

Agency (if applicable) \_\_\_\_\_

Contact \_\_\_\_\_

Billing Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email Address: \_\_\_\_\_

Contract term: \_\_\_\_\_

Space and rate \_\_\_\_\_ \$ \_\_\_\_\_

Number of Insertions \_\_\_\_\_

Contract Amount: \_\_\_\_\_ \$ \_\_\_\_\_

Placement Description: \_\_\_\_\_

Insertion Schedule:

Jan. \_\_\_\_\_ July \_\_\_\_\_

Feb. \_\_\_\_\_ Aug. \_\_\_\_\_

March \_\_\_\_\_ Sept. \_\_\_\_\_

April \_\_\_\_\_ Oct. \_\_\_\_\_

May \_\_\_\_\_ Nov. \_\_\_\_\_

June \_\_\_\_\_ Dec. \_\_\_\_\_

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Completed form must be emailed to publisher, Jim Beach: [jim@beachpublish.com](mailto:jim@beachpublish.com), faxed to (916) 772-1250 or mailed to Beach Publishing Services, 617 Manzanita Ave., Roseville, CA 95678.

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Name and Title (Please Print) \_\_\_\_\_ Date \_\_\_\_\_

Publisher/Sales Associate Signature \_\_\_\_\_ Date \_\_\_\_\_

**REGULATIONS AND POLICY:** a) All advertising is subject to the Association's and publisher's approval. The publisher reserves the right to reject advertising that it feels is not in keeping with the publication or Association's standards. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. b) The publisher reserves the right to insert the word "advertisement" in any ad. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. The publisher's liability for any error will not exceed the charge for the advertisement in question. e) Publisher is not liable for delays in delivery and/or non delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. f) No guarantee for specified position is made unless the position premium has been provided for in the contract. g) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. h) Closing dates for insertion orders and materials are listed in the editorial calendar. Cancellations are not accepted after the space close date. In the event a contract is cancelled, the advertiser or agency agrees to repay publisher any discounts granted for multiple insertions less any discounts earned by insertions completed under the contract.

**PAYMENT TERMS:** Payment is due on receipt of invoice. Delinquent accounts must prepay. Interest will be charged at 2% per month on overdue accounts. There will be a \$30 charge on returned checks.

**MATERIALS:** Electronic files preferred. Advertiser or authorized agency must forward all materials, in accordance with deadline schedule, to:

**Jim Beach, Publisher**  
[jim@beachpublish.com](mailto:jim@beachpublish.com)  
Caltrux Magazine

617 Manzanita Ave., Roseville, CA 95678