

### Canadian \$

### B&W Ad Rates

Ad Size	1 X	3 X	6 X	9 X	12 X	18 X	24 X	36 X	48 X
<b>Tabloid Page Rates</b>									
Full Tab Page	4,045	3,990	3,940	3,890	3,835	3,785	3,730	3,625	3,520
2/3 Page Tab	3,115	3,075	3,035	2,995	2,955	2,910	2,870	2,790	2,710
1/2 Island	2,835	2,785	2,765	2,730	2,705	2,655	2,630	2,575	2,520
1/2 Page Tab	2,215	2,185	2,155	2,125	2,100	2,070	2,040	2,980	1,925
1/3 Page Tab	1,670	1,640	1,620	1,600	1,575	1,550	1,525	1,495	1,460
1/4 Page Tab	1,115	1,100	1,085	1,070	1,055	1,040	1,025	995	970

### Standard Page Rates

Standard Full Page	2,835	2,785	2,765	2,730	2,705	2,655	2,625	2,575	2,515
2/3	2,040	2,005	1,990	1,965	1,950	1,910	1,890	1,855	1,815
1/2 Island	1,875	1,835	1,825	1,805	1,785	1,750	1,735	1,700	1,660
1/2	1,530	1,505	1,495	1,475	1,460	1,430	1,420	1,390	1,360
1/3	1,105	1,085	1,080	1,065	1,055	1,035	1,025	1,005	980
1/4	840	820	815	805	800	785	775	760	745
1/6	565	560	555	545	540	530	525	515	505

Spot Color \$710. 4-Color Process \$1,015. Matched & Metallic on request.

### MECHANICAL REQUIREMENTS

Trim Size: 10.125" x 12.5"

Tabloid size ads	Width	Depth
Full Page Bleed	10 3/8"	12 3/4"
Full Page	9"	11"
Half Page Spreads:		
1 : Full Bleed (trims to)	21"	6 3/8"
2 : Gutter bleed	19 1/2"	5 3/8"
Half Page Horizontal	9"	5"
Half Page Vertical	4 3/8"	11"
Half Page Island	6"	8"
Third Page Square	5 7/8"	5 1/4"
Quarter Page Square	4 3/8"	5 3/8"

Standard size ads	Width	Depth
Full page bleed	7 1/4"	10 1/2"
Full page	7"	10"
2/3 page	4 3/8"	10"
1/2 island	4 3/8"	7 1/2"
1/2 page	7"	5"
1/3 page vertical	2"	10"
1/3 page square	4 3/8"	5"
1/4 page	3 3/8"	5"
1/6 page	2"	5"

### DEADLINE:

Advertising reservation: 1st of the month prior to publication.

### MATERIAL:

8th of the month prior to publication.

**REGIONAL RATES:** On request.

### SUPPLIED INSERTS:

Contact publisher or your representative for quotation and specifications.

### SHIPPING INSTRUCTIONS FOR ALL OTHER MATERIALS

Digital materials, film, artwork, etc. to be sent to:

Production Manager

highwaySTAR Magazine

451 Attwell Drive, Etobicoke, Ontario M9W 5C4

Urgent material should be sent by courier and waybill number advised. U.S. advertisers are advised to use Federal Express.

### CONTRACT AND COPY CONDITIONS

1. The advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisements placed.
2. All advertising copy is subject to approval of the publisher.
3. The word "Advertisement" will be placed above copy that in our opinion resembles editorial material.
4. Production costs incurred on behalf of advertisers will be charged to them.
5. Cancellations are not accepted after closing date.
6. The publisher is not bound by any conditions, printed or otherwise,

appearing on contracts or copy instructions when such conflict with policies covered by this rate card.

7. The publisher will not be liable for material uncalled for beyond one year after last use.
8. The advertiser and the advertising agency agree that highwaySTAR magazine shall be under no liability for failure to insert any advertisement.
9. The advertiser and advertising agency assume a joint liability for payment of all advertising placed via the agency, in the event that one or the other should cease business prior to payment of outstanding invoices.

For electronic file specifications and delivery, please visit [www.highwaystarmagazine.com](http://www.highwaystarmagazine.com)



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## 2005 Editorial Calendar

	Special Feature	Spec it Right	Shop Talk	Bonus Distribution
January	Cargo Securement	Tarps and Tie-downs	Wheel Alignment	
February	In-Cab Entertainment	Automated Transmissions	Suspension Care	
March	Full-Service Maintenance Plans	Reefer Trailers/Systems	Chassis Lubrication	
April	Warranties	Flatdeck Trailers	Cooling/AC Summer Tune-up	
May	MATS Product Highlights	Heavy-Duty Engines	Electrical Repairs	Atlantic Truck Show <sup>1</sup>
June	2007 Engine Update	Tractor Suspensions	Tire Diagnostics	Show & shine <sup>2</sup>
July	Used Trucks	Wheels	Braking System Diagnostics	Fergus Truck Show <sup>3</sup>
August	Spec'ing for Fuel-Efficiency	Air Dryers/Air Systems	Driveline Maintenance	National Driving Championships <sup>4</sup>
September	Class 8 Trucks Roundup	Manual Transmissions	Wheel-End Maintenance	Truxpo
October	Spec'ing for Weight Savings	Drivelines & Axles	Winterizing	Expocam
November	Tax Planning	Engine Oil & Filtration	Starting & Charging Systems	
December	Editor's Picks: Best Products of 2005	Fuel Filters/Additives	Fifth-Wheel Care	

<sup>1</sup> Plus show & shine events in Brigden, Palmerston, Carp Valley, Lansdowne, Burl's Creek, Minden

<sup>2</sup> Events in Carp Valley, Lansdowne, Burl's Creek and Minden

<sup>3</sup> Plus Mission, B.C. Big Rig Show

<sup>4</sup> Earl Hardy Truck Show, East Coast Truckers' Reunion, Alberta Big Rig Weekend



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