

ADVERTISING RATES

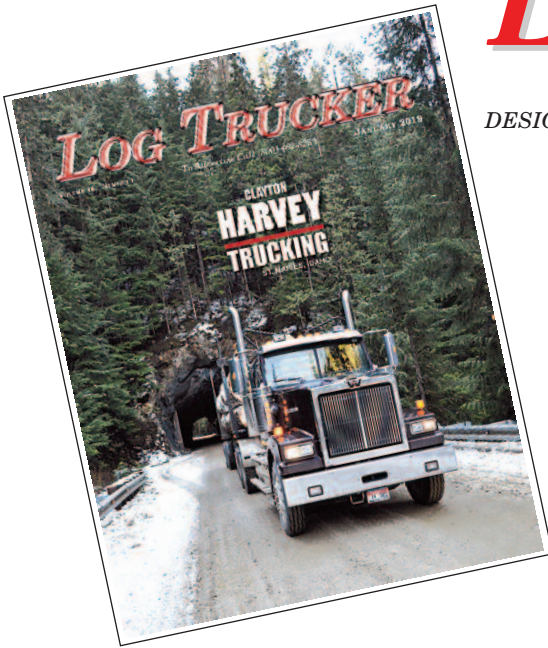
LOG TRUCKER

ESTABLISHED 1975

DESIGNED FOR THE FOREST PRODUCTS TRANSPORTATION INDUSTRY

LOG TRUCKER TELEPHONE (360) 262-3376

TOLL FREE: 1 (800) 462-8283



Rate Card No. 15

- Log Trucker is a regional publication devoted to Western United States log trucking and wood products operations.
- Log Trucker is the only publication dedicated solely to the woods transportation industry and is recognized as *the buyers source* for trucks, truck equipment, parts and components.
- Editorial focus is on the working log truckers and operators.
- 20,000 circulation

Space Reservations: by the 5th of the Month

COPY DEADLINE: by the 10th of the Month

COLOR INFORMATION:
 Each color.....full page \$165
 Super or Half page.....\$115
 Third Page.....\$85
 Quarter Page.....\$70
 Process Color..... \$345

ART WORK:
 Photography or special production costs will be charged to the advertiser.

PREMIUM POSITIONS:
 Advertisers can call the page position of their ads, providing the position is not already allotted, for an additional 10% of the space cost. Some premium positions are sold only on a multiple use basis (back page, inside cover).

HALFTONE SCREENS:
 Any halftone screen photos must be85 Line
 Allow for a 35% Dot Gain.

MINIMUM AD:
 Minimum acceptable ad is 1 column inch wide by 1" deep.

RATE PROTECTION:
 Frequency rates are for ads to be run within a 12-month period. Rate holder ads one sixth of a page or larger. All existing written contracts protected until completion. Loggers World Publications reserves the right to revise advertising rates at any time, subject to 60 days notice.

PAGE	COL. IN.	1 TIME	3 TIME	6 TIME	12 TIME
Full	52	\$1282	\$1254	\$1221	\$1165
Three Quarter	39	\$1018	\$989	\$961	\$928
Super Half	30	\$783	\$767	\$748	\$727
One Half	26	\$681	\$664	\$652	\$624
One Third	17	\$483	\$471	\$460	\$438
One Quarter	13	\$379	\$369	\$357	\$346
One Sixth	8.5	\$253	\$247	\$241	\$231

Open Rate.....\$28.59

