

# TOYOTA TRAILS

The Official Publication of  
the Toyota Land Cruiser Association

Chris Hatfield  
Advertising Sales Manager

23600 E. Maple Hills Avenue  
Parker, CO 80138  
USA

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## Rate Card

Effective 01.01.2019

Print run: 5,500

Effective controlled circulation: 5,500

### Distribution:

3,500 to Members

2,000 to Businesses and Events

1,000 for promotion, sale of back issues, etc.

FREQUENCY	1x	3x	6x
Full page	\$1,075	\$1,025	\$950
Back Cover	\$1,400	*	*
Inside Front Cover	\$1,250	\$1,225	\$1,200
Inside Back Cover	\$1,200	\$1,125	\$1,050
1/2 page	\$575	\$525	\$485
1/4 page	\$320	\$290	\$260
1/8 page	\$200	\$170	\$140

### SECS

- The best way of submitting your ad is to make it a 300 pixel per inch, CMYK or grayscale TIF file. There will be little chance for "surprises" if you submit your file this way. This is the preferred way to submit an ad. Other options are listed below.
- Color ads must arrive with a color proof.
- Toyota Trails can assist you with the production of your ad at a rate of \$75/hour.
- If you have production questions, feel free to contact Alex Cortani at Alex Cortani Design by phone at 912.308.1301 or by email at alex@alexcortani.com

### IF YOU'RE USING:

#### QuarkXPress or InDesign

- Create a PDF (see PDF notes).
- If you cannot make a PDF, you may submit a native InDesign (CS6). You must also include your fonts and linked graphics.

#### Adobe Illustrator

- All linked images should be embedded in the layout.
- All placed images must be either CMYK or grayscale.
- All placed images should be 300 pixels per inch.
- Convert all type to outlines, save file as AI format.

#### Adobe Photoshop/PhotoPaint/bitmap editors

- Color ads should be in CMYK color mode to accurately separate.
- Images should be 300 pixels per inch.
- Save as PSD, TIF or EPS.

#### MS Publisher, MS Word, WordPerfect

- These are not acceptable formats. You will have to either make a PDF from these files, or redo your ad in another program.

**ALL IMAGES SHOULD BE AT LEAST 300 PPI.  
ADS SHOULD BE IN CMYK COLOR MODE.**

### IF YOU'RE MAKING A PDF FROM ANY PROGRAM

- Create a PDF with **ALL FONTS EMBEDDED** and **IMAGES AS HIGH-RESOLUTION** (no resampling or compression)
- Try opening and printing the PDF from a different computer than the one that you created it on to test for problems

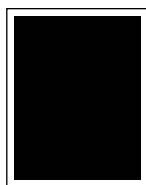
### IF YOU'RE GOING TO EMAIL US YOUR FILES

Create an archive using something like WinZip, PKZip or Stuffit first. This greatly decreases the chance the files will become corrupted over email.

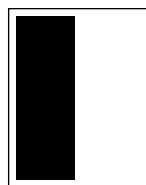
### AD SIZES *Please make sure your ad is the right size*



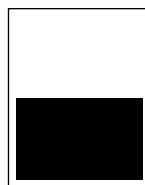
**Full page with bleed:**  
8.375" x 10.875"  
0.125" bleed  
0.25" safety margin



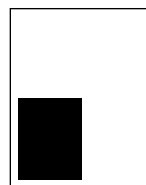
**Full page non-bleed:**  
7.417" x 9.778"



**Half page vertical:**  
3.625" x 9.778"



**Half page horizontal:**  
7.417" x 4.806"



**Quarter page vertical:**  
3.625" x 4.806"



**Quarter page horizontal:**  
7.417" x 2.319"



**Eighth page horizontal:**  
3.625" x 2.319"



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RETURN COMPLETED  
CONTRACT TO:

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YEAR 2019 ADVERTISING AGREEMENT

Date

Name of Business

Contact Person

Street

City

State

Zip

Phone

Fax

Email address

Frequency

Size

Rate

2019 ISSUE

RESERVATION DUE

ARTWORK DUE

ADDITIONAL INFO

<input type="checkbox"/> January/February	November 10	November 20	.....
<input type="checkbox"/> March/April	January 10	January 20	.....
<input type="checkbox"/> May/June	March 10	March 20	.....
<input type="checkbox"/> July/August	May 10	May 20	.....
<input type="checkbox"/> September/October	July 10	July 20	.....
<input type="checkbox"/> November/December	September 10	September 20	.....

**Terms:** Advance payment is required for first time advertisers. 30 days net thereafter. All past due accounts will be charged a \$25.00 late fee.

**Advertiser Business Membership Program:** Commitment to a full-year of half page or larger print advertisement in Toyota Trails entitles the advertiser to a complimentary full-year TLCA Business membership (\$100 value). TLCA Business Membership includes a listing in Toyota Trails and access to the Business Member forum on the TLCA website, www.tlca.org. Early termination of a full-year advertising contract will result in a charge to the advertiser of the \$100 Business Membership fee.

**Cancellation Policy:** If a contract is canceled prior to completion, the advertiser will be billed retroactively for the difference between the discounted price and the 1x rate of the ads placed.

**Changes:** Advertisers on contract may change their ads as frequently as they desire. It is the advertisers responsibility to inform us of changes and submit new ads by the above due dates.

**Mechanical Requirements:** It is the advertisers responsibility to submit ads according to our sizes and mechanical requirements. Unless other arrangements are made with Toyota Trails, ads must arrive as **digital files with hard copy as proof**. If ad prints in color, submit any kind of color proof along with the digital file. The client will be charged at any hourly rate of \$75 for ads requiring adjustments to meet specifications.

If you require assistance with creation of an ad, please contact Alex Cortani of Alex Cortani Design directly at 912.308.1301 or alex@alexcortani.com.

Signature