

### DISPLAY ADVERTISING RATES

Color Rates			
Ad Size	1x	6x	12x
Full page	\$4,520	\$4,420	\$4,320
2/3 page	3,670	3,620	3,570
1/2 page	3,010	2,940	2,870
1/3 page	2,490	2,450	2,410
1/4 page	2,125	2,095	2,065
1/6 page	1,220	1,200	1,180
24 pages in one year \$3975			
Black & White			
Ad Size	1x	6x	12x
Full page	\$3,635	\$3,535	\$3,265
2/3 page	2,775	2,725	2,675
1/2 page	2,120	2,050	1,980
1/3 page	1,600	1,560	1,520
1/4 page	1,230	1,200	1,170
1/6 page	930	915	900
24 pages in one year \$3100			
Cover Rates			
Cover 2 (Inside Front)		\$5,535	
Cover 3 (Inside Back)		\$5,020	
Cover 4 (Back Cover)		\$5,920	
(No extra charge for color. Covers cannot be cancelled with less than 60 days' notice.)			

**Classified Advertising:** \$95 per 3 1/8"-wide column inch, approximately 40 words. \$10 extra for file numbers.

**Inserts:** Contact your *Trailer/Body Builders* Sales Representative for rates, production specifications, and shipping instructions.

**Mailing and Shipping:** Contracts, insertion instructions, discs, other reproduction material, and overnight packages should be mailed to:

*Trailer/Body Builders*  
4200 South Shepherd Dr, Suite 200  
Houston TX 77098

**Issue and Closing Dates:** Published monthly, closing date is 10th of preceding month, issued middle of second week of cover date. Cancellation date, 10th of preceding month, except for covers and special positions, which require 60 days' notice.

■ **RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold Penton ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. **The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles.**

The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

■ **AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date.

■ **SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

■ **CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

■ **ERROR LIABILITY LIMIT:** Liability for failure to publish an advertisement or for an error in any advertisement published shall be limited to a "make good" on such advertisement.

■ **SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

■ **RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online.

■ **TERMS OF SALE:** Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed.

■ **LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

■ **PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

■ **COLLECTION RELATED ISSUES:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

■ **NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

**Personnel can be reached at 800-880-0368 or by email:**

Ray Anderson—[ray.anderson@penton.com](mailto:ray.anderson@penton.com)

W L Tunnell—[wanda.tunnell@penton.com](mailto:wanda.tunnell@penton.com)