

# 2017 EDITORIAL CALENDAR \*



ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	MAIL DATE
January	Money	11/17/16	11/28/16	12/27/16
February	New Models	12/19/16	12/28/16	1/26/17
March	Show Issue -- Bonus Distribution: International LCT Show	1/20/17	1/27/17	2/24/17
April	Finance & Insurance	2/21/17	2/28/17	3/27/17
May	Operator of the Year & Show Coverage -- Bonus Distribution: LCT Leadership Summit	3/24/17	3/31/17	4/27/17
June	Fact Book & Buyers Guide	4/24/17	5/1/17	5/26/17
July	Leadership & 50 Largest Fleets Issue -- Bonus Distribution: GBTA	5/26/17	6/1/17	6/28/17
August	Millennials/Fast 40	6/20/17	6/27/17	7/26/17
September	Motorcoach/Bus/Van Issue -- Bonus Distribution: BusCon	7/25/17	8/1/17	8/28/17
October	Innovations & Technology	8/23/17	8/30/17	9/27/17
November	Show Issue -- Bonus Distribution: LCT-NLA Show East	9/22/17	9/29/17	10/26/17
December	International Issue	10/23/17	10/30/17	11/28/17

\*Dates subject to change

## PRINT ADVERTISING RATES & SPECS

### 4 COLOR DISPLAY AD RATES:

	12x	6x	3x	1x
2-Page Spread	\$4,250	\$5,770	\$6,285	\$6,490
Full-Page	\$3,710	\$4,020	\$4,225	\$4,430
2/3 Vertical	\$3,195	\$3,400	\$3,505	\$4,020
1/2 V/H	\$2,885	\$3,195	\$3,400	\$3,710
1/3 V/H	\$2,475	\$2,680	\$2,885	\$3,195
1/4 Vertical	\$2,270	\$2,370	\$2,575	\$2,785

### FARM IN/FARM OUT AD RATES:

	Full	Half	Quarter
1x	\$1,740	\$1,430	\$1,125
3x	\$1,540	\$1,230	\$925
6x	\$1,340	\$1,030	\$725
12x	\$1,140	\$830	\$525

### DEALER'S SHOWROOM AD RATES:

	Full	Half	Quarter
1x	\$1,740	\$1,430	\$1,125
3x	\$1,540	\$1,230	\$925
6x	\$1,340	\$1,030	\$725
12x	\$1,140	\$830	\$525

### GUARANTEED POSITIONS:

Guaranteed positions specified by advertiser or agency are 10% above rate card and non-cancelable for at least a 12x contract. These positions are as follows:

- Table of Contents
- Letters
- Editor's Page
- Publisher's Page
- Masthead
- Lead Page of Cover Editorial

### SPECIAL POSITIONS:

Covers are non-cancelable. Rates per insertion based on a 12x contract (includes color):

Back Cover.....	\$5,000
Inside Front Cover.....	\$4,500
Inside Back Cover.....	\$4,000
Opposite Table of Contents.....	\$4,000

### INSERTS:

All inserts are non-cancelable, furnished by advertiser complete/ready for binding. Advertiser should check with production manager before ordering printing.

- 2 page insert \$3,915
- 6 page insert \$9,865
- 4 page insert \$6,695
- 8 page insert \$12,800

- Our invoices are NET 30 days on approved credit for all services.
- New advertisers and agencies must prepay their first insertion and submit credit application.

## PRINT AD CONFIGURATIONS



**2-PAGE SPREAD**  
Live Area 15" x 10"  
Bleed 16½" x 11"  
Trim 15¾" x 10¾"



**FULL-PAGE**  
Live Area 7" x 10"  
Bleed 8½" x 11"  
Trim 7¾" x 10¾"



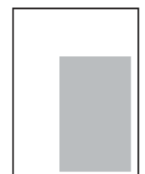
**2/3-PAGE**  
Live Area 4¾" x 10"



**1/2 HORIZONTAL**  
Live Area 7" x 4¾"



**1/2 VERTICAL**  
Live Area 3¾" x 10"



**1/2 ISLAND**  
Live Area 4¾" x 7 ½"



**1/3 SQUARE**  
Live Area 4¾" x 4¾"



**1/3 VERTICAL**  
Live Area 2¾" x 10"



**1/4 VERTICAL**  
Live Area 3¾" x 4¾"

# PRINT AD SPECS



## GENERAL INSTRUCTIONS

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

## INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

## POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

## SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

## PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

## DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at [www.lctmag.com](http://www.lctmag.com). Click on the "Advertise" icon then "Ad Specifications." All ad materials and production questions can be addressed to:

LCT Magazine

Sarah Paredes, Production Manager

3520 Challenger St., Torrance, CA 90503

Ph: (310) 533-2497 • Fax: (310) 533-2501

Email: [sarah.paredes@bobit.com](mailto:sarah.paredes@bobit.com)

## DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Please contact LCT Production Manager for AdPortal information to upload your ad.

## DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

## INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

## MARKETPLACE / CLASSIFIED ADVERTISING

Please call or email: [classifieds@bobit.com](mailto:classifieds@bobit.com) or consult with your LCT Regional Sales Manager for more information. Typesetting is complimentary.

## NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL

Advertisers may send new product releases for complimentary editorial publication to: [lct@bobit.com](mailto:lct@bobit.com), [martin@lctmag.com](mailto:martin@lctmag.com) or via regular mail. Only 5" X 7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for inclusion.



### CONTACT INFORMATION

#### Sara Eastwood-Richardson

LCT Publisher/Show Chair  
NLA Corporate Liaison

Email: [sara@lctmag.com](mailto:sara@lctmag.com)

Phone: (253) 983-0515

Cell: (253) 330-0112

Fax: (253) 983-0516

Editorial: (310) 533-2489

[www.lctmag.com](http://www.lctmag.com)